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Automotive News

May 23, 1983

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breaking news

GM revises codes for body development

DETROIT.—General Motors is changing from letters to letters and numbers in its body-development code designations. For example, the former N-body project, the front-wheel-drive stretched J-body replacements for Pontiac Grand Prix, Oldsmobile Cutlass Supreme and Buick Regal scheduled for 1985 model introduction, is redesignated the GM-20 program. The cars will be assembled by Oldsmobile in Lansing.

Also in the development stage is a GM-10 program, which is a redesigned and combined A-body (Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera, Buick Century) and X-body (Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega, Buick Skylark) effort. GM-10 is a Chevrolet program headed by Robert L. Dorn, who was formerly chief engineer of Pontiac.

DeLorean offer to buy heroin is revealed

LOS ANGELES. — John DeLorean once offered to invest $2 million in Asian heroin and Colombian cocaine and termed it a "tragedy" when the deal fell through because the British Government required that the money be deposited in a trust account to satisfy receivers of his auto company, according to a document released by U. S. District Judge Robert

See BREAKING NEWS, Page 8, Col. 1

The GM-Toyota hybrid

New Sprinter models bow in Japan

Insiders say that if the FTC approves the General Motors-Toyota joint venture, this car—or something very close to it—is what the two firms will build in the U. S. This Sprinter four-door is part of the Toyota Corolla range newly introduced in Japan. Story on Page 6.

Makers, suppliers lining up to support Detroit Grand Prix

By Joseph Bohn
Marketing Editor

Detroit's auto companies and suppliers are again lining up solidly behind this year's Detroit Grand Prix, anxious to promote their performance cars and civic pride.

Domestic car firms and suppliers will run about $750,000 worth of commercials on CBS' 12 to 2 p.m. telecasts on Sunday, June 5. Air time is limited this year because of the network's prior commitments to other events.

The Grand Prix will be tape-delayed for Detroit viewers, probably not airing until Sunday night.

Robert McCabe, president of Detroit Renaissance Grand Prix, Inc., was hopeful of breaking even on the event this year — which would bolster his group's long-range plan to sponsor the event for seven years.

Currently, Detroit Renaissance has a three-year contract, with an option for four more years. This is the second year.

"We're still getting income from sale of last year's posters," McCabe said, adding that ticket sales are running ahead of a year ago. The more years the race is held here, the greater the opportunity for spreading expenses and turning a profit.

CBS expects to pull about a 5.0 rating, worth 4.5 million viewers nationally who will see the live telecasts. A 30-second spot went for $34,000.

Participating in CBS's advertising slate are American Motors, Dodge, Ford, AC Delco, Ford Parts & Service, Lincoln-Mercury, Buick, GMAC, Chrysler - Plymouth, Chevrolet, Champion Spark Plug and Goodyear Tire & Rubber.

Volkswagen, GM Parts, Cadillac, Oldsmobile and Pontiac are not among the TV sponsors, though Pontiac has a print ad in the Grand Prix racing program.

Aside from advertising, there are many merchandising tie-ins

Continued on Page 58, Col. 3

Ford projects 150,000 sales this year

$1 billion invested in Tempo/Topaz

By John A. Russell
New York Staff Writer

NEW YORK. — Ford Motor Co. launched its two newest models, the Ford Tempo and the Mercury Topaz, from the flight deck of the aircraft carrier USS Intrepid, a floating sea-air museum in New York Harbor.

Ford projected 150,000 sales for the cars this year. Tempo and Topaz go on sale Thursday (May 26).

The $1 billion investment in the new models, according to Ford Chairman Philip Caldwell, represents the last installment of a $3 billion investment to upgrade the product lineup.

These front-wheel-drive cars are targeted at the family market, according to Caldwell, with a base price of $6,340 for the Tempo and $7,355 for the Topaz, and the company already has 63,000 orders on file including 15,200 units from Hertz Corp.—the largest fleet order in Ford's history.

Claiming that the major competition in the market will come from domestic manufacturers — "the alphabet cars" — Caldwell said that the Japanese did not represent a significant force in this market segment.

But the symbolic effect of holding the new-model launch from the deck of a ship that fought in the Pacific during World War II against the Japanese was not lost.

Caldwell noted after the formal comments that the Japanese still represented a threat in the small-car segment and for that market he implied that he still wanted the Japanese to continue their voluntary export restraints.

Tempo and Topaz are powered by a 2.3-liter High Swirl Combustion engine with an electronic engine control system, the EEC-IV. The engine and the EEC-IV represent a $213 million investment for the company and, according to Caldwell, many Japanese manufacturers have been attempting to obtain the rights to this on-board computer.

The cars will be built at the Ford plants in Oakville, Ont., and Kansas City, and Caldwell said there was a strong probability that they would be manufactured in some of the company's overseas markets with the exception of Europe.

But Caldwell also said that there is no intention of exporting the car since the corporate philosophy is to build in the market they sell.

"We can't extract the fruits of the market without contributing to it," he said.

Caldwell also promised these cars would not have "major de-

Continued on Page 59, Col. 1

Makers build 154,894 cars for week

Auto production highest in 2 years

By Patricia Hoffman
Staff Writer

Overtime at 14 assembly points upped last week's domestic car output to its highest point in two years.

Production last week was scheduled at 154,894 units, up 11.25 percent from the previous week's 139,233, and up 12.99 percent from last year's 137,089 units.

The week's total was the highest since the 162,485 tallied in the week ended May 23, 1981.

Breakdown for the week by company was: GM, 56.68 percent; Ford Motor, 24.45 percent; Chrysler Corp., 13.95 percent; American Motors, 2.69 percent; Volkswagen of America, 1.52 percent and Honda, 0.71 percent.

For the year-to-date, output reached 2,460,583 units, a 25.39 percent gain from 1,962,379 built in the comparable 1982 period.

Normal five-day operations resumed last week (May 16) at the GM Bowling Green (Corvette) plant after a day and a half of downtime the previous week due to a parts shortage.

Daily overtime was scheduled

Continued on Page 62, Col. 1

Truck production tops any week since late 1979

Overtime schedules at eight assembly points upped last week's domestic truck production to 52,980 units, the most for any week since 54,758 trucks were completed in the period ended Dec. 15, 1979.

Last week's total rose 2.75 percent from the previous week's 51,563, and up 1.08 percent from 52,413 units built in the comparable period last year.

Year-to-date, the makers have

Continued on Page 62, Col. 2

Maserati's gamble

Little Biturbo has big sales goal

The Maserati Biturbo, introduced to the U. S. last week at the International Auto Expo in Los Angeles, is scheduled to begin arriving at dealerships beginning in July at a rate of about 300 a month—a phenomenal increase for the company that hand-builds its cars. Equipped with leather interior, 2.5-liter V-6 engine with two turbochargers and a twin Weber carburetor, five-speed transmission, four-speaker stereo and air conditioner, the price is expected to be upwards of $26,000. Top speed for the four-seat, 163-inch Biturbo is put at 130 MPH. Story on Page 59.

The pride of Pontiac
Page 16

NEWSPAPER

Driggs calls protectionism the real threat

U.S. aide reassures import dealers

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Despite stiffer competition and protectionist moves, the imported auto industry is, indeed, here to stay, a panel of four experts told 1,000 import-car dealers last week at the sixth annual American - International Automotive Congress here.

The meeting was sponsored by the American International Automobile Dealers Assn.

Speakers were Michael A. Driggs, deputy assistant secretary of Commerce for automotive industry affairs; Cliff Schmillen, senior vice president for sales, American Honda Motor Co.; Peter Weiher, executive vice president, Volkswagen of America, and Thomas Nemet, AIADA chairman. Nemet is a Nissan - Volvo - Jaguar - Peugeot dealer in Jamaica, N. Y.

Driggs said that consumers, having become accustomed to the choice offered by the import companies, will still insist on the presence of imports in the marketplace.

This is despite the fact that the domestic companies have become more directly competitive with the imports — in size and in quality, he said. The import dealers that remain will be the best and will be prosperous, Driggs said.

As Driggs explained it, first the import dealers had to make themselves known; then it was just a matter of taking orders; now it is somewhat harder. But the real plus has been that the imports became known as dependable, reliable products, he said.

While their particular character as being fuel efficient has been useful during the two "oil shocks," it may not be helpful now as the market appears to be turning toward larger cars. But, he said, the imports protected themselves — and will continue to do so in the future — by having a larger model selection.

The real threat, Driggs added, is protectionism — to which Driggs and the entire Reagan Administration have shown opposition.

But because there are some 13 million units of excess production in Europe, Japan and the U. S., he said, countries tend to "protect" their industries rather than face up to the reality that their workforces must be reduced. The problem tends to be exacerbated in the U. S. which has more trouble exporting its cars, he said.

These attitudes and proposals — plus the recession — tend to trigger trouble because the nature of the industry is changing radically to a highly integrated one that crosses all borders, he said.

While Driggs would not predict what Congress may do about the UAW-backed local-content bill, he made it clear that the underlying pressure that creates such bills will not go away — given excess capacity and demand unlikely to grow enough to absorb it.

• Schmillen told the dealers that Japan's decision to limit imports "voluntarily" was a wise one considering the decline in U. S. auto sales and the domestic industry's importance to the American industrial base.

But, he added, the local-content bill passed by the House during the dying days of the last Congress had the potential of closing Honda's plant in Marysville, O.

Currently, Honda is at a 50 percent local-content level for the cars coming off the Ohio line, and Honda plans greater content as soon as it can be done. The lesson so far, said Schmillen, is that U. S. workers can build quality cars.

Weiher explained that even with free trade and free market conditions, it is still hard to compete successfully — hard to find a niche not occupied by the domestic companies. Nonetheless, Weiher is confident and optimistic about the future despite VWoA's current sales picture.

The first "challenge" listed by Weiher is the size of the small-car market — the one pioneered by the VW Beetle 30 years ago and the one that lasted well through two energy crises.

Now, however, with cheap gasoline and overcapacity, the consumer is looking at bigger cars. Diesel sales have gone down dramatically, and the answer — Weiher hopes — is to strengthen demand for small cars, by going to GTI types to show that the small car need not be an "economy box."

Another "challenge" is to maintain a production base of the right size. While 50,000 units annually may be enough for larger, higher-profit cars, more volume is needed for smaller units.

Otherwise, Weiher said, the answer is to stay flexible by balancing smaller and cheaper models with larger and more-luxurious ones — the kind of broader model choice offered by VWoA and by Porsche and Audi.

Finally, the "challenge" must be to maintain superior quality.

Weiher concluded by insisting that VWoA will stay in the market, "but it won't be easy."

Nemet agreed that import dealers and imported autos would remain part of the U. S. picture. But he noted two areas where danger lurks.

One is with the leasing system — which at present depends very little on mechanic servicing and on marketing. He warned the imports do not need the problem with subsidized competition which the domestics face with lease sales.

The other area — one unique to imports — is gray-market cars. The entrepreneurs who are using the loophole in the Clean Air Act are hurting import dealers, he said.

Customers turn to dealers for warranty and service where the so-called federalized cars are sold, he said, and dealers are caught in the middle when they do not have parts or show reluctance to service cars which may be out of compliance with federal law. This has become a major problem in California.

Mercedes building new parts facility in Southern N. J.

FRANKLIN TOWNSHIP, N. J. — Mercedes-Benz of North America is preparing to break ground for a multimillion-dollar, 167,000-square-foot parts distribution facility which will eventually create at least 40 new jobs in this Southern New Jersey area.

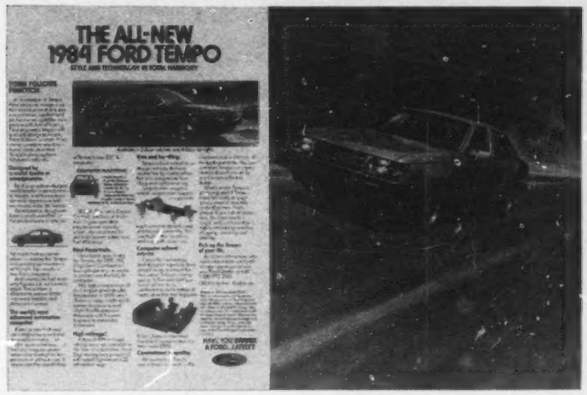
The facility, which will be located in an industrial park here, is scheduled to get into operation by next summer. It will replace the company's parts distribution center presently located in Northern New Jersey.

Mercedes-Benz of North America is using industrial revenue bonding from the New Jersey Department of Economic Development to fund the project. Although exact figures are not available, a Mercedes-Benz spokesman said that more than $8 million in bonds is available for the new facility.

Some of the 50 employes from the present parts distribution center will be transferred to the new center here.

5-millionth car for Chrysler Windsor

The five-millionth car built in Chrysler Canada's Windsor assembly plant has been driven off the assembly line. The milestone car was a pearl white 1983 Chrysler New Yorker Fifth Avenue four-door sedan.



Setting the Tempo

Ford is running Tempo ads in 45 magazines, including "intelligentsia" books like Harvard Business Review, to reach up and down the scale of buyers. A separate California campaign, two months away, will use spot TV and regional publications for an extra heavy run at imports. J. Walter Thompson, Detroit, handles.

Ford seizes No. 1 spot in European market

By Richard Feast
European Editor

LONDON. — Early first-quarter sales returns suggest that Ford has become Number One in Europe for the first time.

If the preliminary statistics are confirmed, they will show that Ford's rise to the top is almost entirely attributable to the controversial Sierra.

The figures also show a major gain for the other U. S. manufacturer, General Motors, and a substantial erosion of market share for the two French manufacturers, Renault and Peugeot SA.

The other noticeable aspect of the figures is the way in which the continent's leading six volume manufacturers have moved closer together. They were separated by only 2.6 percentage points in market penetration in the first three months of this year, compared with one year earlier.

These unofficial sales statistics — obtained not from Ford but from one of its industry rivals—give Ford a 13.7 percent market share in the opening quarter, compared with 13 percent in the same period last year.

A Ford spokesman said, "Our own figures suggest that is about right, but there are a lot of estimates in there. We would not be prepared to confirm our position just yet."

Escort continues in strong demand, but the major change in Ford fortunes must be attributable to the performance of Sierra.

By Ford's own reckoning it is grabbing a consistent 3.9 percent of the Western European market, compared with the 2.3 percent obtained one year earlier by the models it replaced, Cortina/Taunus.

• Sierra got off to a slow sales start last fall. Part of the problem was customer resistance to the unusual styling, but delays in building up a full model offering were also a factor.

So slack was the initial take-off that Ford accused its rivals of being the source of a so-called whispering campaign which suggested Sierra was a sales disaster.

All along, Ford maintained that Sierra would succeed, particularly in mainland Europe where Taunus had been weak. It was a different problem in the UK, where Cortina had been the best seller for most of the previous decade.

The industry sales statistics give Ford a 9 percent increase in total units sold to 386,600.

But by far the most substantial gain was by GM's Opel and Vauxhall. Their sales soared by 24.1 percent to 313,600 in the same period, good for an unprecedented 11.1 percent market share.

In GM's case, the success is more evenly spread between its mid-range Ascona (Cavalier), lower medium Kadett (Astra) and the introduction in some

Continued on Page 28, Col. 3

NHTSA revises headlamp rule on Chrysler request

WASHINGTON.—As of June 15, new two-lamp rectangular sealed-beam headlamp systems are in accordance with NHTSA's newly revised Standard 108.

These will be smaller, but performance levels will be the same. Flexibility, however, can be allowed if tooling needs demand it.

The change was requested by Chrysler Corp., which wants to use the smaller, rectangular dual-beam sealed-beam headlamp in a two-lamp system that was developed by Wagner Electric. The idea is to improve aerodynamics and thus improve fuel economy.

The new system will use halogen bulbs from Type 2B headlamps, the reflector from the current Type 2A headlamp and a modified lens. The ground terminal will be rotated so improper bulbs cannot be inserted. To insure that replacement will be readily available, Chrysler suppliers — Wagner, GE, and GTE Sylvania — will handle aftermarket distribution, thus making them available in more than 10,000 outlets. Chrysler's 20 parts warehouses will also carry the parts.

Chrysler has also argued that because the new headlamp uses components from other headlamps, there should be a "considerable" cost savings over the current halogen dual rectangular lamps.

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58th year — No. 4969

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Spicer 5-speed makes its bow in '84 trucks

TOLEDO.—After five years of development, engineering and testing, Dana Corp.'s Spicer Transmission Division next month will begin producing its first transmission fc.. the Class 6 truck market, a five-speed synchronized unit.

Rudy Eskra, division general manager, said the transmission will be available starting with production of 1984 model trucks. It will be standard in International S-Series medium trucks and optional in Ford F-Series mediums, he added.

Designated the CM-40, the new transmission is designed for worldwide application.

"The truck-manufacturing industry is now a global business," Eskra noted. "North American OEMs are planning to expand production onto a number of continents, while foreign manufacturers are selling their trucks here.

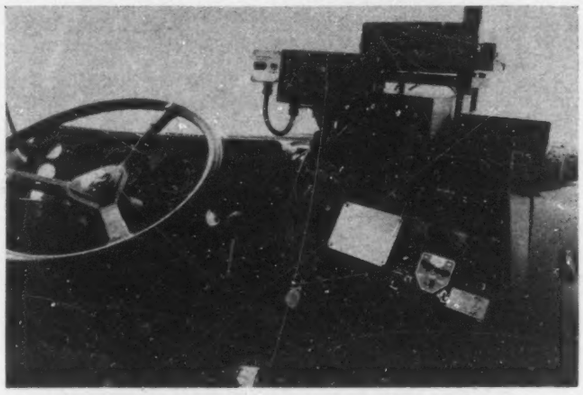
"As a component supplier," he added, "we must develop our transmissions with worldwide market applications and production in mind."

Eskra said the CM-40 is metric in its basic design so that it can be produced at any Dana transmission-manufacturing facility in the world.

But for installation in U. S. trucks and for mating with other U. S. components, he added, certain external CM-40 parts and surfaces are to U. S. dimensions.

Dana's European and U. S. engineers worked together in

Continued on Page 31, Col. 1



FuelTech's airplane cockpit

Gelco Truck Leasing's FuelTech has the look of an airplane cockpit, and some capabilities to match, as the age of the push-button truck approaches, with ground-speed radar, cruise/speed control, fuel meter and a gross-cargo-weight monitoring device.

Gelco expects 8 MPG from computerized rig

ATLANTA. — Gelco Truck Leasing has introduced "FuelTech," a computerized demonstration rig which it said is expected to deliver up to 8 MPG in typical highway use with loads up to 80,000 pounds GCW and averaging 65,000 pounds GCW.

Gelco projections, according to George R. May, president of the St. Louis-based lessor formerly known as Feld Truck Leasing, are based on preliminary road tests as well as computer simulations similar to those which forecast the performance of Operation HELP vehicles.

"In close cooperation with major truck-component designers and manufacturers, we expect, through our Operation HELP computer simulation and testing program, to have the 10-MPG truck on the road by 1990," May said.

An International COF9670 tractor powered by a Cummins Big Cam III 350 engine, with an aerodynamically advanced trailer, FuelTech has a 13-speed transmission with a 3.70 rear-axle ratio designed for GCW range from 65,000 to 80,000 pounds.

May said extensive on-board electronics provide operating data and driving automation options to maximize hauling productivity, fuel efficiency and operator comfort.

• Other features include Goodyear's new Super Single tires which May said reduce rolling resistance, primarily by reducing the number of tires from 18 to 10 shorter, wider tires, and aerodynamic improvements that

Continued on Page 42, Col. 3

truck industry news

Three-month tallies rise 11 pct. over '82; lights, mediums up

Registrations of new trucks of all types in the U. S. were almost 11 percent higher in the first quarter than a year ago, with increases in two of the three major market segments—light and medium trucks.

Through March, according to R. L. Polk & Co. statistics, there were 592,311 new-truck regis-

GVW table on Page 59.

trations, a gain of 10.9 percent over the year-earlier 534,188 units.

The three-month total was the highest since the first quarter of 1980, when 663,257 units were registered. The alltime January-March high was achieved in 1979 with 874,407 tallies.

During March, 226,904 new vehicles were registered in the U. S., an increase of 9.3 percent over last year's 207,514 units. It was the highest March total since 1979, when a record 317,-351 trucks were registered.

Light-truck registrations through March totaled 556,679 units, an increase of 12.5 percent over the year-earlier 494,-863. Medium trucks were up 2.3 percent, from 8,909 a year ago to 9,111. Heavies were off 12.8 percent to 26,521 units, compared with 30,416 in 1982.

• Registrations were higher this year in four of the eight weight classifications.

The Group 1 total of 309,388 vehicles was 11.8 percent higher than last year's 276,623. Group 2 was up 15 percent, from 214,-108 units a year ago to 246,213. But the Group 3 count plunged 73.9 percent to only 1,078 units, compared with 4,132 in 1982.

In Group 4 this year, there were 72 registrations, compared with only four a year ago. The Group 5 total dropped 33.2 percent, from 229 units last year to

Continued on Page 59, Col. 2

HD registrations in first quarter lowest since 1976

First-quarter registrations of new heavy trucks in the U. S. were the lowest for any comparable period since 1976.

The three-month total of Groups 7 and 8 tallies was 26,-521 units, according to R. L. Polk & Co. statistics, down 12.8 percent from last year's 30,416, but 25 percent higher than the 21,219 heavies registered in the first quarter of 1976.

Heavies' best first quarters occurred in 1980 and 1979, when 49,557 and 48,336 Groups 7 and 8 new vehicls, respectively, were registered.

March tallies totaled 10,981 units, the highest since last December's 11,336. It was 6.8 percent below the year-ago 10,818,

Continued on Page 59, Col. 2

truck personnel

Desch appointed GM at Mack Financial

Robert T. Desch, assistant vice president-operations, Mack Financial Corp. since 1978, has been appointed vice president and general manager of the firm. He replaces **Wallace P. Vogler,** who resigned.

Robert T. Desch

Desch joined Mack Financial in 1970 as a district collection manager in Cleveland. Previously, he had been with Dun & Bradstreet.

A number of engineering promotions also have been announced by Mack Trucks, Inc. They include:

Edward C. Merke, from supervisor of engineers in the product development group to chassis development manager.

Clark H. Confer, from senior project engineer in product development to supervisor of engineering-cab group.

Steven F. Homcha, from supervisor of test engineers in product development to the new position of vehicle durability manager.

Herbert A. Cook, from highway engineering supervisor in the product engineering group to manager of highway-vehicle customer engineering.

Michael L. Feathers, from senior project engineer-highway vehicles to supervisor of engineering-highway trucks.

Dennis R. Grejda, from project engineer to supervisor of engineering-highway trucks.

Bryson C. Ocker, from vehicle engineering supervisor to manager-construction vehicle customer engineering.

Frank I. Green to supervisor-engineering and design in the construction vehicle group.

Mohamed El Ghamrawi, from senior project engineer, to supervisor-engineering and design in the construction vehicle group.

Wilson, Oliphant get new Volvo White duties

Volvo White Truck Corp. has named **David Wilson** marketing vice president and **Lawrence E. Oliphant** sales and distribution vice president.

Wilson, who had been in charge of sales and marketing, assumes added responsibilities in the areas of market research, training, sales promotion, branch operations and long-term strategy.

Oliphant, formerly vice presi-

Continued on Page 31, Col. 5

David Wilson

Lawrence L. Oliphant

Rockwell sets up Canadian Dealer Advisory Board

TROY, Mich. — Rockwell International's Heavy Vehicles Components Operations has announced the establishment of a Canadian Dealer Advisory Board.

James F. Lambert, HVCO vice president, North American field sales and marketing, said "We want to become a better supplier to this important group, and in order to do so, we need their advice and counsel."

He indicated that the 10-member dealer board will represent all major heavy-duty truck manufacturers, and said "board membership will be based on the dealer's knowledge of the industry."

Each board member will represent all dealers in his region. Under this organizational arrangement, Lambert said, every Canadian heavy-duty truck dealer will have a direct line to the management of Rockwell's HVCO through the Dealer Advisory Board.

Lambert said the initial board meeting will take place in Mont Ste. Marie, Quebec, June 26-29.

U. S. TRUCK REGISTRATIONS

THREE MONTHS, 1983 VS. 1982★

	3 mos., 1983	Percent Share of '83 market	3 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	189,053	31.92	147,047	27.53	+ 4.39
Chevrolet	178,041	30.06	182,559	34.17	− 4.11
Dodge	52,802	8.91	50,280	9.41	− 0.50
GMC	49,923	8.43	46,636	8.73	− 0.30
Jeep	15,194	2.57	12,780	2.39	+ 0.18
International	10,001	1.69	10,073	1.89	− 0.20
Mack	3,248	0.55	3,868	0.72	− 0.17
Plymouth*	2,136	0.36	2,909	0.54	− 0.18
Freightliner	1,853	0.31	1,798	0.34	− 0 03
Peterbilt	1,452	0.25	1,410	0.26	− 0.01
Kenworth	1,348	0.23	1,766	0.33	− 0.10
Mercedes-Benz	548	0.09	737	0.14	− 0.05
White	486	0.08	513	0.10	− 0.02
Volvo	312	0.05	90	0.02	+ 0.03
Autocar	179	0.03	166	0.03	.....
Western Star	80	0.01	211	0.04	− 0.03
Miscellaneous**	85,653	14.46	71,345	13.36	+ 1.10
TOTALS	592,311	100.00	534,188	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; Florida, March, 1982.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

THREE MONTHS, 1983 VS. 1982★

	3 mos., 1983	Percent Share of '83 market	3 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	6,582	24.82	6,733	22.14	+ 2.68
Ford	6,003	22.63	6,864	22.57	+ 0.06
GMC	3,411	12.86	5,136	16.88	− 4.02
Mack	2,810	10.60	3,312	10.89	− 0.29
Freightliner	1,853	6.99	1,798	5.91	+ 1.08
Chevrolet	1,613	6.08	1,766	5.81	+ 0.27
Peterbilt	1,452	5.47	1,410	4.63	+ 0.84
Kenworth	1,348	5.08	1,766	5.81	− 0.73
White	488	1.84	513	1.69	+ 0 15
Volvo	312	1.18	90	0.30	+ 0.88
Autocar	179	0.68	166	0.54	+ 0.14
Mercedes-Benz	151	0.57	206	0.68	− 0.11
Western Star	80	0.30	211	0.69	− 0.39
Miscellaneous	239	0.90	445	1.46	− 0.56
TOTALS	26,521	100.00	30,416	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1983 and 1982; Florida, March, 1982.

'83 Cadillacs "Extended Body" Limousines

"AMERICAN CUSTOM COACHWORKS, LTD."

A Tasteful Blend of Business & Pleasure • TV/Color • Console • Stereo/Cassette • Intercom • Automatic Bar Dispenser • Storage Drawers • Dual Window Dividers • Moonroof • Rear A/C and Heating • Custom Carpeting • Custom Interior • Heavy Duty Suspension • Plus Many More Luxurious Features. Base Units can be drop-shipped to American Custom Coachworks, Ltd. plants, or select factory pool cars presently in build "are available."

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FOR MORE INFORMATION

★QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-3

First time in history

Ford seizes top spot in European market

Continued from Page 3

markets of the supermini Corsa (Nova).

BL, Volvo, Daimler-Benz and BMW also claimed slightly improved market shares. The Volkswagen group increased its sales, but lost a fraction in market share, because the increase —2.4 percent—was not as great as the overall increase in European sales in the first quarter (3.5 percent).

Indeed, the VW group's position would have been much worse but for the turnaround in Audi fortunes on the strength of the new 100 sedan. VW sales slipped fractionally, but Audi's were up by more than a quarter.

According to the statistics, the major losers were Renault, Peugeot SA and Fiat. In part, this can be explained by the general sales declines in their domestic markets.

Italian sales fell by 8.2 percent (to 445,300) and in France the drop was 4.2 percent (to 505,800). Additional problems for the French concerned long strikes at factories in both major groups.

And the major markets which rose — Germany, the UK and Spain—were those where Ford and GM have substantial manufacturing facilities. In particular, new-car sales in the UK were up by more than a fifth, which in part explains the improved positions of Ford, GM and BL.

In the opening quarter of last year, Renault was the market leader with 14.3 percent. GM was sixth with 9.3 percent, and four others — Peugeot SA, VW, Ford and Fiat — were in between.

In the first three months of 1983, Ford was on top with 13.7 percent and GM was still sixth with 11.1 percent. And the four other majors—Peugeot SA, VW, Renault and Fiat — are even more tightly packed in the middle.

The statistics indicate that Western European car sales rose by 3.5 percent to just over 2.81 million in the first quarter. Ten national markets were up, with substantial number gains by the UK, West Germany, Spain and Austria.

First-quarter sales in Europe by manufacturer were:

	1983	1982
Ford	386,600	354,600
Fiat Auto	366,800	380,400
Volkswagen Group	337,700	329,800
Audi	83,100	65,500
Volkswagen	254,600	264,200
Renault	336,200	389,400
Peugeot SA	329,600	357,700
Citroen	137,300	151,400
Peugeot	111,900	112,900
Talbot	80,300	93,400
General Motors	313,600	252,700
Japanese (all)	267,400	231,000
Others	122,000	113,000
BL	116,500	97,700
Daimler-Benz	91,100	85,500
BMW	82,900	75,600
Volvo	63,900	52,200
TOTAL	2,814,300	2,719,500

First quarter sales in Europe by country were:

	1983	1982
West Germany	648,900	612,800
France	505,800	527,800
UK	500,700	412,900
Italy	445,300	484,900
Spain	145,600	138,700
Holland	120,200	106,500
Belgium/Lux.	106,200	113,000
Switzerland	77,800	74,100
Austria	60,900	48,600
Sweden	50,200	51,100
Finland	33,800	32,600
Denmark	29,400	25,000
Norway	29,200	28,500
Ireland	24,800	28,300
Portugal	19,700	17,200
Greece	15,800	17,500
TOTAL	2,814,300	2,719,500

These unofficial figures, obtained from industry sources, give a broad outline of shifting changes in demand geographically and for manufacturers. Confirmation of sales statistics from the various national markets takes many months in some cases. Figures may not tally due to roundings.

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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION

UNITED STATES OF AMERICA, Plaintiff, v. GENERAL MOTORS CORPORATION, GENERAL MOTORS ACCEPTANCE CORPORATION, and GENERAL MOTORS SALES CORPORATION, Defendants. CIVIL ACTION NO. 2177

TAKE NOTICE that GENERAL MOTORS CORPORATION ("GM") and GENERAL MOTORS ACCEPTANCE CORPORATION ("GMAC"), defendants in this action, have filed a motion for an order terminating the "Final Judgment" in this action, which was entered on July 26, 1952. The plaintiff, the United States of America, has consented to the entry of such an order, but has reserved the right to withdraw its consent for at least seventy (70) days after the publication of this notice.

The amended complaint in this action, which was filed in 1941, alleged that GM had combined and conspired with GMAC to restrain trade and commerce in the WHOLESALE AND RETAIL SALE AND FINANCING OF GM AUTOMOBILES by requiring GM dealers to patronize only GMAC. The Final Judgment requires, among other things:

1. that GM accept payment from any finance company selected by a dealer for cars delivered by GM to a dealer;
2. that GM provide, upon request, substantially equivalent office space in its manufacturing and assembly plants to all finance companies that extend wholesale financing to dealers if it furnishes such space to any finance company;
3. that GM provide information concerning its dealers to all finance companies, if it provides such information to any finance company;
4. that GM not enter into any contract with any dealer that requires the dealer (a) to patronize any particular finance company, or (b) to observe any GMAC plan or rate for financing automobiles;
5. that GM not terminate any dealer, or threaten to do so, because of the dealer's failure to patronize any particular finance company;
6. that GM not attempt to influence any dealer or prospective dealer to patronize GMAC by sending an agent of GM and an agent of GMAC to visit the dealer at the same time;
7. that GM not recommend, endorse or advertise GMAC or any other finance company to any dealer or to the public; and
8. that GMAC not coerce or intimidate any dealers into patronizing GMAC.

Interested persons may submit comments concerning this matter by sending them to John W. Clark, Chief, Special Trial Section, Antitrust Division, Department of Justice, Washington, D.C. 20530 (telephone: (202) 724-6335). Such comments must be received by the Division within sixty (60) days.

On August 15, 1983, at 2:00 PM, the Court will hold a hearing on the motion. The hearing will be held before:

The Honorable Frank J. McGarr
Chief Judge
United States District Court for the
Northern District of Illinois
219 South Dearborn Street
Room 2541
Chicago, Illinois 60604

At that time, any interested persons who have filed comments with the Antitrust Division may appear and be heard.

Copies of the complaint, Final Judgment, motion papers, all comments submitted and all further papers filed with the Court will be available for inspection at the Legal Procedure Unit of the Antitrust Division, Room 7416, United States Department of Justice, Tenth Street and Pennsylvania Avenue, N.W., Washington, D.C. 20530 (telephone (202) 633-2481), and at the Office of the Clerk of the United States District Court for the Northern District of Illinois, Eastern Division, 219 South Dearborn Street (20th Floor), Chicago, Illinois 60604. Copies of any of these materials may be obtained from the Legal Procedure Unit upon request and payment of the copying fee set by Department of Justice regulations.

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CAD/CAM market continues growth despite economic recession

Sales advance pegged at 28 percent on revenues of $1.3 billion in 1982

Just how fast is the CAD/CAM (computer aided design / computer aided manufacturing) industry growing? By leaps and bounds.

Despite a slowdown in economics worldwide, CAD/CAM industry growth in 1982 hit 28 percent with total revenues of just over $1.3 billion. That compared to a 40 percent growth rate in 1981.

The figures are compiled by Daratech Inc., Cambridge, Mass., in its 1983 directory that contains detailed information on 60 vendors and 125 systems in the CAD/CAM market.

Daratech says few major vendors were seriously hurt last year and, indeed, some compiled record sales gains. Growth leaders were Intergraph, IBM, Scientific Calculations, MCAUTO and Calma, all of which gained market share at the expense of Computervision, Applicon and Auto-trol, which lost market share, according to Daratech.

Intergraph, the fastest-growing CAD/CAM vendor in 1982, moved past Calma into third place behind IBM. Intergraph grew 71 percent in 1982, and with revenues of $156 million has captured 12 percent of the overall market. Propelled by a 56 percent growth in the $206 million A-E-C market (a segment in which it is the leading supplier with 30 percent of sales), Intergraph's success, according to Daratech, was mainly due to its ability to deliver up-to-date technology featuring a 32-bit processor and fast, black-and-white raster, and color displays, at a time when its principal competitors in the A-E-C segment—Computervision, IBM, and Auto-trol—still had one or more of these features under development.

In addition Intergraph expanded its market share in the $102 million mapping segment to 67 percent, and gained a 4 percent share of the lucrative $630 million mechanical market in its first full year. (The automotive industry makes up a significant part of the mechanical CAD/CAM market.)

IBM, the computer industry giant and the world's number two CAD/CAM supplier, continues to increase CAD/CAM market share. Trailing Computervision, the industry leader, by only five points, IBM's overall market share reached almost 20 percent in 1982 and promises to increase still further this year, Daratech says.

Utilizing the vast resources of its sales force, IBM concentrated on the mechanical market segment where it is now firmly in the lead with a 35 percent share. This segment was particularly receptive to IBM because, (still the bulk of the market). IBM was thus able to offer low-end users systems with superior performance, data-base compatibility and proven expansion potential, at competitive prices (albeit with obsolescent vector-refresh workstations).

Calma's market share increased one point to 11 percent on revenues of $138 million. Trailing Intergraph in overall market share, Calma's gains have come in the $348 million electronics (PCB/IC) segment. Here it is the number two supplier with almost a 30 percent share trailing the market leader, Computervision, by only four points. The number three supplier in this segment is Applicon with 14 percent of the market.

Scientific Calculations, number four supplier in the electronics market segment, had revenues of $21 million in 1982, 40 percent more than the previous year. With a 6 percent share of the electronics market, Scientific Calculations has built its reputation on good quality, high-performance software and can be expected to make further gains in 1983, according to Daratech, which expects the company to establish a foothold in the mechanical segment this year with a product based on software developed by Philips N.V., the multi-billion-dollar Dutch conglomerate.

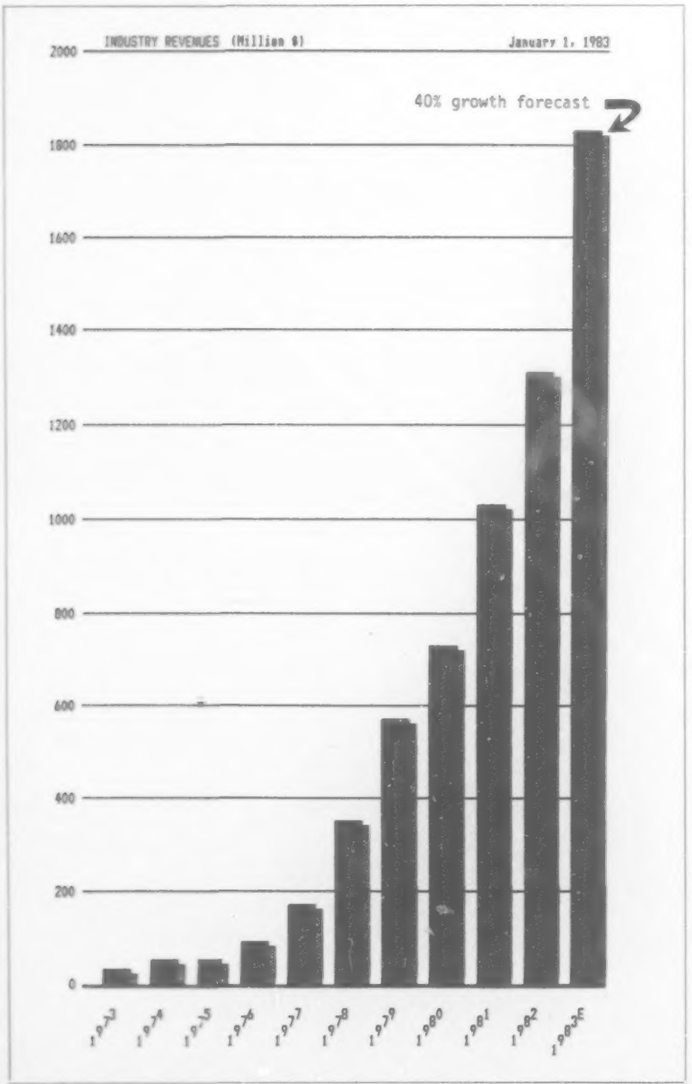
The industry trend toward consolidation is expected to continue during 1983.

• The industry has begun to consolidate, with established turnkey vendors purchasing weaker CAD/CAM software houses to strengthen their product lines. This trend is expected to continue in 1983.

Computervision acquired Cambridge Interactive Systems (Cambridge, UK) in November 1982. CIS are the developers of Medusa, a 3-D mechanical design software package marketed in this country by Prime under a contract due to expire in 1985. The Medusa package has received very good reviews in Europe and should considerably strengthen Computervision's product line in the mechanical market—a market in which they continue to lose ground to IBM.

Prime recently purchased Compeda, a British government-owned CAD/CAM company for a reported $7.5 million. Compeda's key product is PDMS, a Plant Design Management System used to model process plants and nuclear power stations. Widely respected in the field, PDMS is used by such companies as Dow Chemical, Imperial Chemical Industries (UK) and Electricite de France. It gives

Continued on Page D-6



U.S. CAD/CAM industry revenues chart shows trends from 1973 through 1983. Figures include turnkey system sales and associated revenues. Source: Daratech Inc.

Manufacturing

Continued from Page D-3

electronic sharing of part design and manufacturing information between engineering groups facilitates the marriage of design and process."

Through use of the cathode ray tube and interactive computer terminals on the factory floor, a paperless factory, or at least paperless shop floor, can be envisioned in the near future, the Ford executive says.

"The scope of information contained in an idealized computer integrated manufacturing system includes engineering design, manufacturing planning, manufacturing control and factory automation data base systems," Guy says.

"The next area of change for continuing improvement is the manufacturing process technologies themselves, and virtually all technologies are covered. That includes machining, forming, welding, casting, painting, testing and fastening, to name a few. In addition, programs to develop the communication interfaces between our processes through their control systems are also under investigation.

"The thread of commonality among all of the conventional processes is electronic control technology, including programmable controllers and the more recent micro-PC products," Guy says.

"These devices have reached a level of capability and cost effectiveness which leads to expanded application and widely increased usage, thus providing capability for greater process flexibility, reliability and control.

"Programmable controllers are then suitable for the controlling of individual machines, and when tied together through a central processing unit the controlling of entire processes," he says.

"Ford's factory in the future probably won't be of the type often read about, where the lights go off, people head for home and the plant continues at its normal output. We will, however, have some manufacturing systems within various plants performing unattended, but I doubt this will encompass the total factory," Guy says.

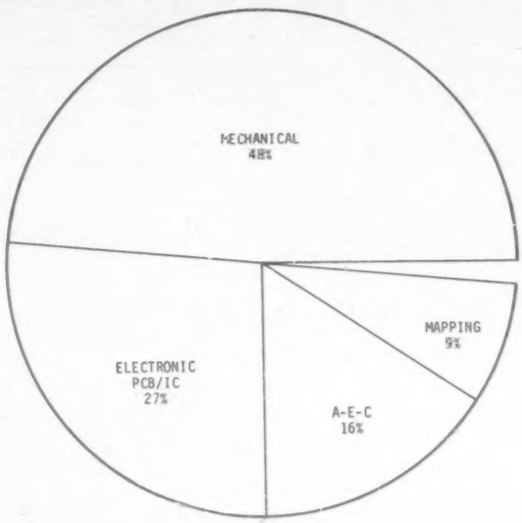
Automated welding, material handling and some assembly work by robots have become very commonplace in auto plants in recent years. But it may be that more nearly completely automatic manufacturing will involve metal removal. That's anticipated by Robert Huehner, vice president and general manager of Steelweld Robotic Systems, part of United Technologies' Automotive Group.

"I believe machining processes will form the leading edge of automated factories. This is simply because closer tolerances are maintained which is a requirement in almost all cases of automation," Huehner says.

"CAD tied to controls on machines will automate this process. It must become an accepted practice that once a component or subassembly has been located or positioned — or work performed — is not wasted by dumping the part into a container only to be sorted out and located again for following operations.

"Even if operations are not in line, magazines or similar means must be employed so this operation is not wasted and, consequently, repeated at a later stage," he says.

Huehner says that because some procedures lend themselves well to automation, there may be the appearance of full automation. "For example if the body assembly operation applies all welds automatically, this is considered total automation. I know car plants which achieved this 10 years ago. They have not stopped automating since. Although in these cases, existing automation was replaced with better performing or more reliable automation," he says. □



COMPANY	MARKET SEGMENTS	%TOTAL
MECHANICAL	630.40	48.3%
ELECTRONIC	347.80	26.7%
A/E/C	206.00	15.8%
MAPPING	101.70	7.8%
OTHER	18.60	1.4%
GRAND TOTAL	1,304.50	100%

Chart shows CAD/CAM revenues (in millions of dollars) in the U.S. and shares by market segments. The automotive industry makes up a significant part of the mechanical CAD/CAM market. Source: Daratech Inc.

COMPANY	MECHANICAL MARKET	%TOTAL
IBM	220.00	34.9%
COMPUTERVISION	156.00	24.7%
MCAUTO	40.50	6.4%
APPLICON	38.00	6.0%
INTERGRAPH	23.30	3.7%
CALMA	19.30	3.1%
GERBER-SYSTEMS	19.00	3.0%
AUTO/TROL	16.30	2.6%
CONTROL DATA	15.00	2.4%
CADAM	12.80	2.0%
PERKIN/ELMER	10.00	1.6%
BRUNING	9.80	1.6%
PRIME	9.00	1.4%
SUBTOTAL	589.00	93.4%
-- OTHER --		
CAMAX	6.00	0.95
BAUSCH&LOMB	5.00	0.79
MCS	5.00	0.79
GRAFTEK	3.80	0.60
TEKTRONIX	3.50	0.56
SUMMAGRAPHICS	3.20	0.51
ICS	1.90	0.30
CASCADE	1.80	0.29
K&E	1.80	0.29
CADLINC	1.60	0.25
GRAFCON	1.10	0.17
HOLGUIN	0.90	0.14
MAGI	0.90	0.14
VECTOR-AUTO'N	0.90	0.14
ESC	0.60	0.10
MATRA	0.60	0.10
OMNITECH	0.50	0.08
GPSI	0.40	0.06
IDI	0.40	0.06
BROOMALL	0.30	0.05
CALCOMP	0.30	0.05
TERAK	0.30	0.05
DATA-TECH	0.20	0.03
SYNERCOM	0.20	0.03
REDAC	0.10	0.02
T&W	0.10	0.02
TOTAL OTHER	41.39	6.5%
GRAND TOTAL	630.40	99%

Chart shows 1982 revenues and shares of the mechanical CAD/CAM market by companies. Revenues are in millions of dollars. Source: Daratech Inc.

CAD/CAM

Continued from Page D-4

Prime an excellent product with which to enter the A-E-C market segment where it will compete primarily with Intergraph. Compeda was to have been sold to Computervision; however, the sale was blocked by Kenneth Baker, the British Information Technology Minister, because of misgivings about further strengthening the leading U.S. CAD/CAM company.

Tektronix bought VR Information Systems (Austin, Tex.), developers of Merlyn, a software package for PCB and IC layout. This purchase will strengthen Tektronix's turnkey CAD/CAM product line.

• In the last quarter of 1982 a new generation of CAD/CAM and CAE systems was unveiled. Characterized by powerful, 32-bit processors built into fast-response workstations; raster displays that redraw complete screen images in fractions of a second; high-speed local area networks; distributed data bases; and low entry-level costs, these systems can be incrementally expanded in size and performance to 1,000 or more workstations.

Typical of the new breed are systems introduced by Cadlinc and Versatec last November. Cadlinc's Series 80 system is designed for mechanical drafting and manufacturing applications, including complex surface design and NC programming. Versatec's Expert 1000 and 2000 systems focus on general 2-D drafting and PCB applications respectively. These systems are fairly inexpensive ($70,000-$180,000 for an entry-level system) to begin with, and add-on workstations cost just $25,000 at Cadlinc and $35,000 at Versatec, compared to more than twice this amount for current-generation workstations. The price puts these networked systems within reach of most low-end users.

With so many clear-cut advantages in price, response time and expandability, most CAD/CAM vendors are scrambling to develop new-generation networked systems, and numerous new products should be announced before the end of the year.

• With a new generation of CAD/CAM systems already here, Computervision, IBM, Calma, Auto-trol and Applicon are caught between products, according to Daratech. Computervision, Applicon and Calma have not yet released 32-bit processor-based mechanical systems. Auto-trol is still working to improve the performance of its 32-bit offering to competitive levels, and IBM's raster and color workstations are yet to be released.

Despite the slowdown in industry growth last year, IBM, Prime, Control Data, Perkin-Elmer and Sperry Univac have strengthened their commitment to the CAD/CAM business. Hewlett-Packard, Honeywell and Digital are also moving to participate in the market more directly.

IBM's newly formed Graphics Systems Programs Group is responsible for developing and marketing CAD/CAM products. Based in White Plains, N.Y., the group will develop products internally, like the new 7361 Fastdraft system, for example, or contract to outside organizations for R&D.

Perkin-Elmer recently opened a CAD/CAM Operations Office in Waltham, Mass., in close proximity to the high-tech companies located around Route 128 outside Boston. The CAD/CAM Operations Group markets Perkin-Elmer's version of Lockheed's CADAM system and also is responsible for developing other CAD/CAM products.

Prime Computer consolidated its UK operations. Compeda, acquired by Prime in December 1982, is now a part of Prime Computer CAD/CAM Ltd., formed by Prime earlier this year to centralize CAD/CAM research, development and marketing.

Control Data, making a concerted effort to gain a place in the mechanical market area, has announced a series of new systems and workstations.

CAD/CAM vendors continue to lower prices and/or increase performance. Bruning recently increased the computing power of its EasyDraf2 system 250 percent, utilizing Motorola's 68000 32-bit microprocessor, and dropped the price by 23 percent. EasyDraf2 now starts at $57,700 for a turnkey system.

IBM reduced the entry-level price of a CADAM system 30 percent. A four-terminal system now costs $350,000. Perkin-Elmer also lowered its CADAM system prices, by 13 to 34 percent on one- to four-work-station systems. A one-workstation system now sells for $140,000, while an eight-workstation system (the maximum number of workstations possible) is priced at $355,000. □

A computer controls this glass-cutting operation at a new PPG Industries Inc. float glass plant in Mount Zion, Ill. Glass is cut to size automatically from a wide ribbon and conveyed to shipping.

world news briefs

A car that does what it's told

The Nissan Research Vehicle II (above), based on the Japanese company's Sunny model, can respond to voice commands, automatically switch on its lights when brightness decreases and activate its wipers when rain hits the windshield. NRV II was conceived to demonstrate design potential in reducing activity of the driver and improving accident avoidance capability and occupant protection.

Nissan invests in Amsterdam

Nissan Motor Co. will invest nearly $35 million in a car components plant in Amsterdam, Netherlands. The company was the top Japanese retailer in Europe last year with sales of more than 250,000 vehicles.

France tops 23 million

France's Chambre Syndicale des Constructeurs d'Automobiles estimates the number of vehicles in the nation at 23.19 million. The total includes 20.3 million passenger cars, 6 percent of them diesels. France's fleet totaled 5 million in 1958 and 11 million in 1968.

Closed borders in Nigeria

Nigeria has halted all car imports. The African country depends on oil exports for more than 90 percent of its export earnings.

Fiat goes to Africa

A Zambian company, Livingstone Motor Assemblers, will begin assembling Fiat Uno and Argenta and Peugeot 504 models this year.

Saab still up

Saab seems likely to raise annual output above 100,000 for the first time this year. The Swedish company's first-quarter sales of 24,600 units were up 15 percent over January-March 1982.

Mercedes rejects lead-free

BMW's campaign to introduce lead-free gasoline in Europe does not impress competitor Daimler-Benz. Werner Breitschwerdt, D-B director of research and development, says cars would be more expensive to buy, maintain and fuel, while offering poorer performance. Besides, he says, lead-free diesel fuel is already available. His company is firmly committed to diesel cars.

India takes to Toyota

The Indian government has approved a joint agreement between Toyota Motor Co. and a Delhi company for production of 15,000 light commercial vehicles a year.

The jewel fades

Ford of Britain, so-called jewel in Ford's overseas crown because of its recent financial record, slipped last year. Profits before taxes dipped 12 percent to the equivalent of $300 million. Talbot Motor Co. — PSA Peugeot-Citroen's British operation —cut its loss 40 percent to $85 million.

Cash for Volvo

Capitalization of Volvo Car B.V., Holland, has increased. The Dutch government chipped in $166 million and Volvo Car Corp. (Sweden) $57 million. The money is needed to develop a replacement (in 1985-86) for the 300 series. The company's sales increased last year by 21 percent and losses were halved to $10.5 million.

Leyland goes CVT

BL's Leyland Vehicles is developing a continuously variable transmission (CVT) said to be capable of improving city-bus fuel consumption by 30 percent. The first stage of a 10-year development program was shown on a Leyland National City Bus. The next step will use regenerative braking. Leyland's system is based on the Hayes rolling traction drive principle, which has been in existence for half a century.

Red ink at VW

The Volkswagen Group blames losses in the U. S. — and also Mexico, Brazil, Argentina, South Africa and its Office Equipment Division — for last year's $122 million deficit. The previous year earnings totaled $55 million.

PSA getting even

The Peugeot Group has written to shareholders predicting a deficit for last year of up to $300 million. But it anticipates breaking even this year after several years of losses.

Back to the brink

A month-long strike over wash periods by 5,000 employes at Austin Rover's Cowley, England, works lost the company production of at least 11,000 vehicles. The company was hit as it geared up to launch its vital Maestro model made at Cowley.

Daf goes to Spain

Daf Trucks is continuing the policy of making its export companies direct subsidiaries with a takeover of its Spanish importer. Sweden and Norway came into the fold during the past two years.

Jaguar still surging

Jaguar Cars built its 10,000th model of 1983 at the end of April — almost as many as in entire 1981. Full-year production is projected at 27,000 with 15,000 destined for the U. S.

The best selling cars in Europe's markets

Survey attempts to pinpoint the leaders in 14 countries

By Richard Feast
European Editor

What is Europe's best selling car?

An exhaustive survey of the top selling charts by Automotive News can positively reveal — it depends.

It depends on who you talk to and on definitions. One thing generally agreed, though, is that it is one of three models: Ford Escort, Renault 5 or Volkswagen, Golf/Jetta range.

Ford says the Escort had 4.8 percent of last year's total market, or around 470,800 sales.

But it reckons it was outsold by Renault's 5 by a few hundred units. Renault, though, claims sales of 467,200 for the model.

Over in Wolfsburg, Volkswagen says it sold 435,600 Golfs last year.

VW out of the running? Yes, unless one includes the Jetta sedan derivative, which sold just over 105,100 in western Europe last year.

Sales of the two combined would give VW a handsome 540,-700, quite comfortably the best.

The uncertainty arises because of the number of the national statistics offices which exist in Europe. Details from some are sketchy, and in the important case of Italy, very slow in being confirmed.

The Automotive News survey — covering 14 national markets but without Greek and Portuguese statistics — concentrated on establishing top 10 sellers in each market. Thus, sales for cars in positions 11 and below are not necessarily known.

Nevertheless, it became clear from the various top 10 results that Escort, R5 and Golf (and Jetta) managed to stack up the best figures. Confirmation comes from each manufacturer.

What this unprecedented analysis does establish is the wide variety of tastes among European consumers.

There are 10 different chart toppers in the 14 markets, including some real oddities.

In Finland, a close neighbor of the Soviet Union, the Lada is No. 1. In Denmark, a country of extremely high auto prices, the cheap Czech Skoda is the best seller.

The Golf scores the most firsts — four, compared with the R5's two.

But the Escort is the most consistently placed car in the charts. It scores a position in all but one of the markets surveyed, Italy.

Other consistent scorers are Opel's Ascona (Cavalier in the UK) with 11 and the Golf and Opel Kadett with 10 apiece. Of the Japanese, the most consistent seller by far is the Mazda 323 with eight placings.

In pure number terms, the R5 sells more in a single market than any other model — 272,250 to become France's best seller. Its nearest rivals are the Golf/Jetta in Germany (245,800) and the Fiat 127 in Italy (220,200).

No model has a bigger share of a national market than Volvo's 200 series in Sweden. Its sales amounted to 45,300. or more than one in every five cars sold last year.

It serves to underline the fact that where a country has a domestic industry, its local products end up on top. This is clear in the figures from West Germany, France, Italy, the UK and Spain, which between them last year accounted for 85 percent of all car sales in Europe.

The interest emerges in the countries with no volume domestic industry, such as Switzerland and Austria. There the Golf from near neighbor Germany is top.

By and large it is in the "neutral" countries that the lesser known models from Japan and Iron Curtain countries begin to emerge. And it is in these markets that domestic European makers have lost much ground in recent years.

Tops of the pops in Europe

WEST GERMANY
2,155,537

1	VW Golf/Jetta	245,807
2	Mercedes-Benz W123	188,722
3	Opel Kadett	188,112
4	VW Passat/Santana	129,159
5	Opel Ascona	125,083
6	Audi 80	89,862
7	VW Polo/Derby	86,144
8	Ford Escort	84,871
9	BMW 3-series	66,978
10	Ford Fiesta	64,290

FRANCE
2,056,490

1	Renault 5	272,249
2	Renault 9	199,848
3	Renault 18	146,220
4	Peugeot 305	108,648
5	Citroen Visa	95,102
6	Peugeot 104	90,856
7	Renault 4	69,562
8	VW Golf/Jetta	65,489
9	Ford Escort	60,169
10	Citroen GSA	55,910

ITALY
1,685,500 (estimate)

1	Fiat 127	220,200
2	Fiat Ritmo	204,100
3	Fiat Panda	185,900
4	Fiat Mirafiori	69,400
5	Renault 5	64,700
6	VW Golf	64,100
7	Autobianchi A112	61,400
8	Renault 9	47,900
9	Alfa Romeo Alfasud	41,800
10	Fiat 126	41,000

UNITED KINGDOM
1,555,027

1	Ford Escort	166,942
2	Ford Cortina	135,745
3	BL Metro	114,550
4	Ford Fiesta	110,165
5	Vauxhall Cavalier	100,081
6	Vauxhall Astra	46,412
7	Triumph Acclaim	42,188
8	Volvo 300 series	30,412
9	Datsun Sunny	28,757
10	Ford Granada	28,590

SPAIN
535,733

1	Renault 5/7	50,769
2	Seat Ritmo/Ronda	38,721
3	Renault 9	37,599
4	Renault 18	35,310
5	Seat 127/Fura	34,322
6	Ford Escort	33,479
7	Ford Fiesta	33,155
8	Seat Panda	31,836
9	Seat Mirafiori	25,568
10	Talbot Horizon	23,169

HOLLAND
406,774

1	Opel Kadett	36,965
2	VW Golf/Jetta	21,637
3	Ford Escort	20,633
4	Opel Ascona	17,793
5	Volvo 300 series	13,016
6	Ford Taunus/Sierra	11,672
7	Mazda 323	10,651
8	Renault 5	9,807
9	Lada	9,244
10	Renault 9	8,976

BELGIUM
344,690

1	VW Golf/Jetta	23,690
2	Opel Kadett	17,171
3	Lada	15,270
4	Opel Ascona	10,970
5	Mazda 323	9,949
6	Ford Fiesta	9,021
7	Renault 9	8,371
8	Renault 5	8,021
9	Ford Escort	8,002
10	Mercedes-Benz W123	7,231

SWITZERLAND
292,667

1	VW Golf	16,332
2	Opel Kadett	15,241
3	Opel Ascona	10,757
4	Mazda 323	8,805
5	Ford Escort	8,650
6	Subaru Leone	8,633
7	Fiat Ritmo	7,774
8	BMW 3-series	6,490
9	Ford Taunus/Sierra	6,077
10	Opel Rekord	5,881

SWEDEN
218,428

1	Volvo 200 series	45,288
2	Saab 900	21,544
3	VW Golf/Jetta	13,483
4	Opel Kadett	10,872
5	Volvo 300 series	10,440
6	Saab 99	8,445
7	Mazda 323	8,329
8	Ford Escort	8,026
9	Opel Ascona	6,488
10	Ford Fiesta	5,410

AUSTRIA
195,150

1	VW Golf/Jetta	20,045
2	Mazda 323	12,731
3	Opel Kadett	12,636
4	Opel Ascona	11,951
5	Ford Escort	9,167
6	VW Passat/Santana	8,089
7	Audi 80	5,723
8	Fiat Ritmo	5,049
9	Datsun Cherry	4,798
10	Mazda 626	4,243

FINLAND
128,017

1	Lada	10,634
2	Datsun Cherry	10,570
3	Opel Kadett	6,003
4	Toyota Corolla	5,772
5	Mazda 323	5,256
6	Datsun Sunny	5,195
7	Ford Escort	4,769
8	Opel Ascona	4,303
9	Saab 99	4,255
10	Talbot Horizon	4,178

NORWAY
115,573

1	Opel Ascona	7,846
2	Mazda 323	6,808
3	Ford Taunus/Sierra	6,172
4	Volvo 200 series	5,381
5	VW Golf	5,263
6	Mazda 929	4,798
7	Ford Escort	4,020
8	Lada	3,972
9	Datsun Cherry	3,821
10	Toyota Carina/Corona	3,799

DENMARK
85,405

1	Skoda	7,576
2	Opel Kadett	6,480
3	Mazda 323	5,472
4	Ford Taunus	5,305
5	Lada	5,070
6	Toyota Corolla	4,464
7	Ford Escort	4,008
8	Opel Ascona	3,740
9	Datsun Cherry	2,635
10	Ford Fiesta	2 571

IRELAND
71,432*

1	Ford Fiesta	7,391†
2	Ford Escort	5.127
3	Opel Kadett	4,090
4	Toyota Corolla	3,663
5	Toyota Starlet	3,394
6	VW Golf/Jetta	2,435
7	Renault 18	2,356
8	Ford Cortina	2,352
9	Toyota Carina	2,159
10	Opel Ascona	2,017

*11 months only. †Individual placings for 10 months only.

PRODUCTION OVERSEAS

FRANCE
Cars

	3 mos., 1983	3 mos., 1982
Peugeot SA	375,679	363,972
Citroen	156,860	159,502
Peugeot	155,952	139,446
Talbot	62,867	65,024
Renault	436,103	375,724
Total	811,782	739,696
Trucks, buses		
CBM	21	30
Peugeot SA	32,720	38,904
Citroen	8,249	8,392
Peugeot	17,623	26,421
Talbot	6,848	4,091
Renault	53,119	60,270
Sovam	19	14
Unic	1,802	1,362
Total	87,681	100,580
Total vehicles	899,463	840,276

SPAIN
Cars

	2 mos., 1983	2 mos., 1982
Citroen	22,377	16,780
Fasa-Renault	55,760	46,905
Ford	37,392	31,441
General Motors	25,519	.....
Seat	35,679	46,291
Talbot	7,795	7,429
Total	184,522	148,846
Trucks, buses		
CAF	.....	45
Citroen	4,410	6,631
Enasa	2,259	1,380
Fasa-Renault	5,465	5,066
Ford	1,048	1,619
Hispavinsa (Renault)	442	483
Land Rover	3,451	2,314
Mercedes-Benz	1,707	2,358
Motor Iberica	3,278	3,228
Seat	3,756	409
Total	25,796	23,533
Total vehicles	210,318	172,379

UNITED KINGDOM
Cars

	1 mo., 1983	1 mo., 1982
BL	34,002	39,640
Austin Rover	30,472	36,880
Jaguar	2,343	1,741
Range Rover	1,187	1,019
Carbodies	146	.....
deLorean	.....	308
Ford	26,542	23,263
Lotus	39	27
Reliant	8	6
Rolls-Royce	94	164
Talbot	9,385	995
TVR	10	10
Vauxhall	10,372	5,985
Others	52	51
Total	80,650	70,451
Trucks, buses		
Bedford	3,476	3,523
BL	7,801	6,943
Austin Rover	2,771	1,515
Land Rover	3,999	3,590
Leyland Veh.	1,031	833
ERF	151	77
Ford	10,938	6,149
Hestair Dennis	64	83
Karrier (Dodge)	480	709
MCW	23	27
Sandbach (Foden)	39	30
Seddon Atkinson	114	85
Others	57	19
Total	23,143	17,645
Total vehicles	103,793	88,096

JAPAN
Cars

	2 mos., 1983	2 mos., 1982
Daihatsu	9,972	9,267
Fuji	18,855	13,882
Honda	65,189	68,626
Isuzu	7,508	9,915
Mitsubishi	38,353	40,673
Nissan	139,929	139,181
Suzuki	8,219	4,947
Toyo Kogyo	67,893	64,914
Toyota	165,215	149,949
Total	521,133	501,554
Trucks, buses		
Daihatsu	23,890	21,948
Fuji	23,114	22,572
Hino	3,896	5,212
Honda	10,964	9,578
Isuzu	18,244	22,630
Mitsubishi	30,675	31,089
Nissan	46,186	51,473
Nissan Diesel	2,295	2,936
Suzuki	35,465	34,094
Toyo Kogyo	18,589	22,545
Toyota	65,912	68,467
Others	83	54
Total	279,311	292,598
Total vehicles	800,444	794,152

ITALY
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	188,773	197,287
Bertone	7,439	.....
de Tomaso	83	74
Fiat Auto	1,073,579	1,036,175
Autobianchi	78,047	76,987
Ferrari	2,223	2,566
Fiat	925,147	878,365
Lancia	68,162	78,257
Lamborghini	110	89
Maserati	2,265	528
Nuova Innocenti	21,646	23,187
Pininfarina	3,456	.....
Total	1,297,351	1,257,540
Trucks, buses		
Alfa Romeo	949	1,570
Fiat Auto	27,710	76,108
Inbus	803	.....
Iveco	68,915	81,323
Fiat	54,979	62,254
OM	11,262	17,215
Magirus	2,674	1,754
Menarini	342	.....
Sevel	56,973	16,213
Fiat	27,825	8,156
PSA	29,148	8,057
Others	.....	1,189
Total	155,692	178,403
Total vehicles	1,453,043	1,433,743

ARGENTINA
Cars

	11 mos., 1982	11 mos., 1981
Ford	31,603	48,808
Renault	31,249	41,567
Sevel	25,903	23,156
Volkswagen	8,470	15,784
Total	97,225	129,345
Trucks, buses		
Deutz	18	58
Fiat Ind. Veh.	183	206
Ford	13,987	19,518
Mercedes-Benz	4,049	5,473
Renault	.....	65
Scania	329	335
Sevel	1,148	1,822
Volkswagen	3,483	1,177
Total	23,197	28,076
Total vehicles	120,422	158,021

REGISTRATIONS OVERSEAS

UNITED KINGDOM
Cars

	3 mos., 1983	3 mos., 1982
Alfa Romeo	1,891	2,510
BL	90,725	66,758
Austin Rover	67,894	66,094
Jaguar	2,009	1,888
Range Rover	822	776
BMW	7,271	6,824
Daihatsu	1,284	1,330
Datsun	19,662	22,202
Fiat Auto	12,756	12,966
Ford	159,638	139,564
FSO (Polski)	1,026	649
General Motors	68,201	44,549
Honda	3,827	2,748
Hyundai	775	553
Lada	5,155	3,577
Lotus	131	110
Mazda	3,850	3,010
Mercedes-Benz	4,361	3,998
Mitsubishi	2,424	1,648
Peugeot SA	32,702	27,446
Citroen	8,123	6,647
Talbot/Peugeot	24,579	20,799
Reliant	21	38
Renault	18,680	18,440
Rolls-Royce	226	281
Saab	2,679	2,663
Skoda	2,538	1,785
Subaru	670	664
Suzuki	998	817
Toyota	6,819	5,417
VAG	31,058	23,953
Volvo	18,979	14,843
Zastava	942	1,053
Others	1,386	1,064
Total	500,675	412,912

SWEDEN
Cars

	3 mos., 1983	3 mos., 1982
Alfa Romeo	112	84
BMW	881	686
Daihatsu	150	194
Datsun	1,279	1,070
Fiat Auto	970	1,195
Ford	5,258	5,182
General Motors	4,598	5,378
Honda	707	897
Lada	388	635
Mazda	2,574	2,114
Mercedes-Benz	958	1,180
Mitsubishi	387	361
Peugeot SA	1,478	1,411
Citroen	663	550
Peugeot/Talbot	817	861
Porsche	34	22
Renault	437	489
Saab	7,526	7,057
Skoda	90	106
Subaru	134	65
Toyota	2,109	1,938
VAG	4,411	6,323
Volvo	15,347	14,115
Others	6	11
Total	50,136	51,119

AUSTRIA
Cars

	3 mos., 1983	3 mos., 1982
Alfa Romeo	593	721
BL	110	173
BMW	2,339	2,020
Daihatsu	217	61
Datsun	3,877	2,848
Fiat Auto	2,712	3,105
Ford	4,886	3,719
General Motors	8,322	7,327
Honda	849	394
Lada	410	388
Mazda	5,954	4,745
Mercedes-Benz	1,818	1,126
Mitsubishi	1,175	875
Peugeot SA	3,814	3,890
Citroen	1,611	1,742
Peugeot/Talbot	2,203	2,148
Porsche	133	100
Renault	2,587	2,994
Saab	106	130
Skoda	225	75
Subaru	971	743
Suzuki	206	234
Toyota	2,857	1,536
VAG	11,869	9,203
Volvo	930	641
Others	35	35
Total	56,995	47,036

FRANCE
Cars

	1 mo., 1983	1 mo., 1982
Alfa Romeo	2,591	1,835
BL	2,070	1,842
BMW	2,415	2,288
Datsun	1,427	912
Fiat Auto	6,713	6,451
Ford	13,330	8,785
General Motors	5,815	3,116
Honda	708	334
Lada	1,567	1,420
Mazda	1,505	892
Mercedes-Benz	1,591	1,409
Mitsubishi	453	274
Nuova Innocenti	112	108
Peugeot SA	47,510	46,209
Citroen	19,746	21,539
Peugeot	19,139	16,523
Talbot	8,625	8,147
Polski	118	86
Porsche	171	96
Renault	47,721	57,356
Saab	56	6
Skoda	280	299
Toyota	941	708
VAG	10,766	9,337
Volvo	915	804
Zastava	186	62
Others	9	10
Total	148,979	144,536

JAPAN
Cars

	1 mo., 1983	1 mo., 1982
Daihatsu	3,314	4,012
Fuji	3,159	3,496
Honda	13,356	11,482
Isuzu	3,568	3,377
Mitsubishi	8,644	9,375
Nissan	41,931	39,295
Suzuki	6,346	3,895
Toyo Kogyo	15,254	13,297
Toyota	58,081	51,375
Imports	2,019	1,886
Total	155,672	141,490
Trucks, buses		
Daihatsu	13,719	11,595
Fuji	10,083	9,593
Hino	2,281	2,346
Honda	7,083	5,384
Isuzu	7,646	7,808
Mitsubishi	16,178	15,954
Nissan	18,550	16,557
Nissan Diesel	1,182	1,169
Suzuki	22,345	24,524
Toyo Kogyo	9,673	9,929
Toyota	21,538	18,960
Total	130,878	124,118
Total vehicles	286,550	265,608

DENMARK
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	200	311
American Motors	14	18
BL	536	1,061
BMW	1,743	1,315
Daihatsu	1,072	798
Datsun	4,403	1,944
Fiat Auto	4,150	4,498
Ford	13,756	11,082
FSO	296	323
General Motors	12,203	8,938
Honda	770	793
Lada	5,070	4,376
Mazda	8,064	6,678
Mercedes-Benz	1,003	684
Mitsubishi	1,011	1,289
Peugeot SA	6,305	5,435
Citroen	3,181	2,700
Peugeot	461	562
Talbot	2,663	2,173
Renault	820	389
Saab	1,839	1,783
Seat	7	453
Skoda	7,576	4,389
Subaru	235	309
Toyota	6,039	5,573
Trabant	1	12
VAG	4,888	5,106
Volvo	3,003	3,700
Wartburg	406	151
Total	85,405	71,888

IRELAND
Cars

	11 mos., 1982	11 mos., 1981
Alfa Romeo	382	541
BL	2,859	4,411
BMW	636	770
Daihatsu	16	898
Datsun	7,347	11,401
Fiat Auto	6,539	10,086
Ford	16,345	22,423
General Motors	7,896	11,352
Mazda	1,756	3,478
Mercedes-Benz	495	623
Peugeot SA	2,826	5,210
Citroen	332	787
Peugeot	1,462	2,414
Talbot	1,032	2,009
Porsche	18	12
Renault	7,435	9,043
Saab	150	168
Toyota	10,554	14,994
VAG	4,746	6,849
Volvo	1,032	1,530
Others	400	44
Total	71,432	103,833

Truck industry tempest

New ownerships and changing names

The former Chrysler-Europe commercial vehicle concern in Spain received a new name — Renault — at the time of last month's Barcelona auto show.

It happened at the same time as Signal Cos., parent firm of Mack Trucks Inc., in the U.S. was trying to interest Renault Industrial Vehicles (RVI) in extending its 20 percent interest in Mack to full control.

The problem for RVI is that there is a shortage of cash in the till, just as there is with many of Europe's truck makers.

At the same time RVI's European partner, the Peugeot Group, must be wondering whether it wants to own 50 percent of a company it does not manage and which continues to lose money.

RVI got a 50 percent interest in April 1981 from PSA in the commercial vehicle business the latter acquired in its 1978 takeover of Chrysler Europe. Those truck interests centered on Villaverde, a suburb of Madrid, and Dunstable in England. The Spanish company subsequently was renamed Hispavinsa, while the UK operation became Karrier Motors. But the products they sold were still Dodges.

For Spain the change to Renault is logical. Renault has a well established manufacturing base there as the country's leading auto maker, while Dodge, until a few years earlier, had been known as Barreiros. There was an identity crisis.

Dodge has a stronger history in the UK. There is no plan to change to the Renault nameplate there, though company officials recognize they have no divine right to the Dodge name.

The creation of Renault at Villaverde was complex. Until the split there was only one factory, making cars and commercial vehicles. All departments were common, and the name Talbot—given to the former Chrysler-Spain unit—was everywhere. "We simply built a wall down the center of the factory," explains an RVI spokesman.

But RVI did not need half of Villaverde's manpower. It took only 2,600 of the old company's payroll of nearly 11,000.

Swedish Saab and German Porsche together in Spain

Saab and Porsche, both faced with the problem of breaking into the half-million unit car market in Spain, decided to take a joint approach.

Two years ago the Swedish and West German companies created Turbo Motor, based in Madrid, with former Ford of Spain executive Juan Hillegas as business manager. The aim was to establish a dealer network and provide service facilities for Saab and Porsche owners from other parts of Europe holidaying in Spain.

In the first year some 90 Saabs and Porsches were sold. The numbers grew last year to 170 Saabs and 260 Porsches. This year's target — there are now 12 dealers — is 250 Saabs and 320 Porsches.

Despite enormous tax levies, which double prices compared with most of Europe, Hillegas sees a lot more potential for his products. He talks of 400 Porsche and 350 Saab sales in 1984. "It's an immature market for cars," he says. "Things get mixed up. A customer might compare a Saab Turbo with an Opel Ascona simply because of size. It makes Saabs that much harder to sell.

"But with Porsche there is really no competition, on account of the fabulous image," he adds.

McCann-Erickson seeks support for national accounts

Ad agency aims at retail clients

By Joseph Bohn
Marketing Editor

Mc-Cann-Erickson, Detroit, is setting up a new Retail Service Group to go after, among other clients, individual Buick and GMC dealers.

The agency wants to develop a "retail mentality" to complement its work on large, national accounts like Buick and GMC divisions of General Motors, noted Jerry Atkins, executive vice president and general manager of the Detroit office.

Its new Retail Service Group is being officially established June 1.

Several people have been hired. Ken Nobel, formerly with Patten Corp., Southfield, Mich., a dealer agency, is vice president - management representative of the group. James Jarvis is director of sales; Brian Baba is creative writer and manager of a new in-house radio studio, and Jane Watts is group coordinator. Staff will grow to match client needs, Atkins added.

McCann plans to spread out from retail dealer accounts into non-automotive retail areas, Atkins said.

"In Detroit, you're not going to grow by bringing in AT&T," he said. "We're fortunate to have GMC and Buick as clients. We discussed this with them, and they indicated an interest in having us handle their dealers."

The retail concept isn't new for McCann, he added. Its one followed "around the world" with other clients.

In terms of dealer sign-ups, the agency hopes to get one GMC and one Buick dealer in each ADI market area to avoid any conflicts and service them nationally through its nine U. S. and three Canadian offices.

General Motors has a sort of unwritten policy against its divisions' agencies handling dealer associations — which is partly why McCann is going after individual dealers.

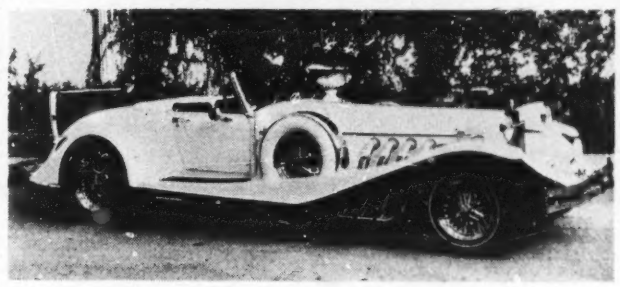
Competitive Edge, Albuquerque, N. M., handles the bulk of Buick dealer associations.

"We'll probably start in single-point markets and build our credentials," Noble said. But the dealers can't be too small because, as Atkins noted, "obviously" billings have to be sufficient to defray the overhead.

"So many dealers try to do their own ads or do none at all," he said. "It's like trying to do their own legal work — they're often not qualified and don't have the time."

Cadillac

"Johnson Rumbleseat Roadster"



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obituaries

Mary K. Iacocca, 57; Chrysler chief's wife

DETROIT. — Mary K. Iacocca, wife of Chrysler Corp. Chairman Lee Iacocca, died May 15 at the age of 57.

Mrs. Iacocca had been in frail health for some time and had been hospitalized for two weeks prior to her death. The Iacoccas met when she was a secretary for Ford and he was beginning his career as a Ford salesman. Donations may be sent to the Mary Iacocca Fellowship, Joslin Clinic, 1 Joslin Place, Boston, Mass. 02215.

James A. Currie

TROY, Mich.—James A. Currie, 69, vice president of administration, General Automotive Corp., died May 12. Mr. Currie's automotive career began in 1931 with Ford Motor Co.

Used Car Sales
Auction Averages

May to date	$5,151
Month ago	$5,036
Year ago	$4,791

Model breakdown
Auction Averages

	MAY TO DATE	APRIL	MARCH
1983	$9,894	$8,595	$10,292
1982	8,009	8,142	8,112
1981	6,251	6,140	6,046
1980	5,196	5,342	5,195
1979	4,627	4,498	4,589
1978	3,373	3,511	3,496
1977	2,742	2,828	2,637
1976	2,206	2,012	2,232
Overall AVERAGE	$5,151	$5,069	$ 5,010

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Chapman dealers get a lot of support.

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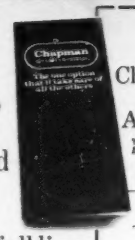
(Last year alone they helped themselves to over a million vehicles. A figure, by any measure, approaching epidemic proportions.)

They're also supported by an aggressive, award winning advertising campaign. A campaign that's appeared in publications no less important than *Time*, *Newsweek*, *Car and Driver*, and *Road and Track*.

They're supported by a complete range of point-of-purchase materials. From posters to car toppers. To window stickers, brochures, and hang tags.



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High-performance package

Maserati Biturbo due in August at $26,500

LOS ANGELES. — Maserati Biturbo, a twin-turbocharged two-door sedan from Italy, made its U. S. debut at Los Angeles Auto Expo here.

Scheduled to go on sale in August, the high-performance sedan will carry a sticker price of $26,500, according to M. Jeffrey Qvale, vice president of Maserati Import Co. (West) and Maserati Automobiles, Inc. (East), U. S. distributors of the vehicle.

The car is built by the Maserati and Innocenti works run by Alejandro DeTomaso and was introduced in Europe earlier this year.

The Biturbo in U. S. trim is powered by a 2.5-liter V-6 engine with three valves per cylinder and two IHI turbochargers. The powerplant develops 192 HP at 5,500 RPM and 233 pounds-feet of torque at 3,000 RPM.

Riding on a 98.9-inch wheelbase, the front-engine, rear-wheel-drive car uses a five-speed manual transmission. Steering is power-assisted rack-and-pinion and brakes are four wheel disks.

The car is 163.5 inches long, 67.4 inches wide and has a curb weight of 2,580 pounds.

U. S. distribution is being headed by Kjell H. Qvale, who is also chairman of British Motor Car Distributors, of San Francisco. He said the company has approximately 40 dealers signed and he anticipates adding about 10 more by the time the car goes on sale in August.

Volume is expected to reach an average of 300 units per month and total dealer body may reach a high of 75.

Qvale said most of the dealers will be concentrated on both coasts and in Texas, although there will be a few dealers in other major urban areas such as Chicago and Denver.

Ford projects 150,000 sales for Tempo/Topaz

Continued from Page 1

fects showing up in the first two years," a veiled reference to GM's problems with the X-cars.

The Ford chairman noted that Allstate Insurance Co. will apply a 21 percent collision rate reduction and a 27 percent reduction in the comprehensive rate on Tempo and Topaz and added that the cars are equipped with 5-MPH bumpers rather than the required 2.5-MPH bumpers. He said Ford would stick with the 5-MPH bumpers in its product lines.

Ford also reduced the recommendation maintenance schedules for the first 50,000 miles to 10 items and said a survey showed that this compares with 22 for the Mazda 626, 24 for the Toyota Camry and 25 for the Audi 4000.

When questioned after the meeting on the GM-Toyota joint manufacturing venture in California, Caldwell said this was a legal question but added that it seems that the Japanese will be the plant managers for GM and the "losers are the American workers in the U. S."

Hertz orders 15,200 Tempo/Topaz models

NEW YORK.—Hertz Corp. has ordered 15,200 Ford Tempo and Mercury Topaz cars—the largest single order for passenger cars in the history of Ford Motor Co.

"It is the largest single vehicle order Hertz has ever made," said Ford Chairman Philip Caldwell, "and it's also a big vote of confidence for American products."

HD registrations in first quarter lowest since 1976

Continued from Page 14

but the rate of decline was the smallest since the 4.4 percent drop recorded in December, 1981.

Registrations were off substantially from last year in both heavy-truck groups in the first quarter. The Group 7 count was 11,025, down 14.6 percent from the year-earlier 12,910. Group 8 was off 11.5 percent, from 17,506 units in 1982 to 15,496.

Through March, International had a lead of almost 600 units over second place Ford and increased its share of the heavy-truck total by more than 2½ percentage points.

International's three-month total of 6,582 Groups 7 and 8 tallies accounted for 24.82 percent of the industry total, compared with 22.14 percent a year ago on 6,733 units.

Ford's 6,003 tallies through March were good for 22.63 percent of the first-quarter total. Last year, Ford was No. 1 with 6,864 registrations which accounted for 22.57 percent of the total.

The biggest decline in penetration in the first quarter was suffered by GMC. Its share this year was 12.86 percent on 3,411 tallies, down 4.02 points from last year's 16.88 percent on 5,136 units.

First quarter truck registrations up 11 pct. over '82

Continued from Page 14

153. Group 6 was up 2.4 percent, 8,886 versus 8,676.

The Group 7 total was down 14.6 percent to 11,025 units through March, compared with 12,910 a year ago. There were 15,496 Group 8 tallies, a decline of 11.5 percent from the year-earlier 17,506 units.

No. 1 Ford's share of the industry total was 4.39 percentage points higher this year than last, when it finished the first quarter in second place.

Through March, Ford had 189,053 tallies which accounted for 31.92 percent of the total. A year ago, it accounted for 27.53 percent with 147,047 registrations.

Chevrolet was the biggest loser in penetration in the January-March period, a decline of 4.11 points.

Through March, Chevrolet registrations totaled 178,041 units and accounted for 30.06 percent of the three-month count. A year ago, it took 34.17 percent of the total with 182,559 tallies.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

THREE MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**88**	**88**
	March, '82	.....	.....	.....	.....	.....	.....	.....	62	62
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**179**	**179**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	166	166
CHEVROLET	**March, '83**	**36,610**	**29,836**	**762**	.....	**19**	**296**	**588**	**47**	**68,158**
	March, '82	40,491	28,628	1,603	.....	33	336	617	46	71,754
	Year to Date '83	**96,646**	**77,711**	**1,048**	.....	**65**	**958**	**1,488**	**125**	**178,041**
	Year to Date '82	100,694	75,191	3,753	.....	106	1,049	1,616	150	182,559
(Memo Units) #	**March, '83**	**25,243**	**12,640**	.....	.....	.....	.....	.....	.....	**37,883**
	March, '82	25,067	8,647	.....	.....	.....	.....	.....	.....	33,714
	Year to Date '83	**66,428**	**30,922**	.....	.....	.....	.....	.....	.....	**97,350**
	Year to Date '82	59,476	22,577	.....	.....	.....	.....	.....	.....	82,053
DODGE	**March, '83**	**13,873**	**8,821**	.....	.....	.....	.....	.....	.....	**22,694**
	March, '82	13,761	5,835	6	.....	.....	.....	.....	.....	19,602
	Year to Date '83	**32,855**	**19,947**	.....	.....	.....	.....	.....	.....	**52,802**
	Year to Date '82	33,990	16,273	17	.....	.....	.....	.....	.....	50,280
(Memo Units) #	**March, '83**	**8,422**	**5,881**	.....	.....	.....	.....	.....	.....	**14,303**
	March, '82	9,571	3,954	.....	.....	.....	.....	.....	.....	13,525
	Year to Date '83	**20,277**	**13,766**	.....	.....	.....	.....	.....	.....	**34,043**
	Year to Date '82	22,115	10,928	.....	.....	.....	.....	.....	.....	33,043
FORD	**March, '83**	**23,692**	**45,338**	.....	.....	.....	**854**	**1,380**	**650**	**71,914**
	March, '82	18,903	36,990	.....	.....	.....	800	1,982	721	59,396
	Year to Date '83	**65,332**	**115,435**	.....	.....	.....	**2,283**	**4,322**	**1,681**	**189,053**
	Year to Date '82	44,625	93,210	.....	.....	.....	2,348	4,895	1,969	147,047
(Memo Units) #	**March, '83**	**17,176**	**17,251**	.....	.....	.....	.....	.....	.....	**34,427**
	March, '82	8,207	12,164	.....	.....	.....	.....	.....	.....	20,371
	Year to Date '83	**48,045**	**45,060**	.....	.....	.....	.....	.....	.....	**93,105**
	Year to Date '82	18,348	31,680	.....	.....	.....	.....	.....	.....	50,028
FREIGHTLINER	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**717**	**717**
	March, '82	.....	.....	.....	.....	.....	.....	.....	679	679
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,853**	**1,853**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,798	1,798
GMC	**March, '83**	**7,766**	**9,226**	**23**	.....	**19**	**362**	**819**	**486**	**18,723**
	March, '82	7,984	8,552	112	.....	50	251	857	781	18,587
	Year to Date '83	**21,113**	**23,894**	**30**	.....	**84**	**1,391**	**2,234**	**1,179**	**49,923**
	Year to Date '82	19,171	20,994	362	.....	121	852	3,105	2,031	46,636
(Memo Units) #	**March, '83**	**4,659**	**3,661**	.....	.....	.....	.....	.....	.....	**8,320**
	March, '82	4,100	2,368	.....	.....	.....	.....	.....	.....	6,468
	Year to Date '83	**12,363**	**8,403**	.....	.....	.....	.....	.....	.....	**20,766**
	Year to Date '82	9,136	5,631	.....	.....	.....	.....	.....	.....	14,767
INTERNATIONAL	**March, '83**	.....	.....	.....	.....	.....	**1,109**	**893**	**1,694**	**3,696**
	March, '82	.....	.....	.....	.....	.....	1,416	966	1,545	3,927
	Year to Date '83	.....	.....	.....	.....	.....	**3,419**	**2,399**	**4,183**	**10,001**
	Year to Date '82	.....	.....	.....	.....	.....	3,340	2,832	3,901	10,073
JEEP	**March, '83**	**3,361**	**2,316**	.....	.....	.....	.....	.....	.....	**5,677**
	March, '82	2,246	1,844	.....	.....	.....	.....	.....	.....	4,090
	Year to Date '83	**8,551**	**6,643**	.....	.....	.....	.....	.....	.....	**15,194**
	Year to Date '82	6,720	6,060	.....	.....	.....	.....	.....	.....	12,780
(Memo Units) #	**March, '83**	**3,361**	**1,734**	.....	.....	.....	.....	.....	.....	**5,095**
	March, '82	2,246	1,417	.....	.....	.....	.....	.....	.....	3,663
	Year to Date '83	**8,551**	**5,347**	.....	.....	.....	.....	.....	.....	**13,898**
	Year to Date '82	6,720	4,539	.....	.....	.....	.....	.....	.....	11,259
KENWORTH	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**540**	**540**
	March, '82	.....	.....	.....	.....	.....	.....	.....	546	546
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,348**	**1,348**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,766	1,766
MACK	**March, '83**	.....	.....	.....	.....	.....	**161**	**80**	**1,044**	**1,285**
	March, '82	.....	.....	.....	.....	.....	183	53	1,055	1,291
	Year to Date '83	.....	.....	.....	.....	.....	**438**	**197**	**2,613**	**3,248**
	Year to Date '82	.....	.....	.....	.....	.....	556	155	3,157	3,868
MERCEDES-BENZ	**March, '83**	.....	.....	.....	.....	.....	**151**	**67**	.....	**218**
	March, '82	.....	.....	.....	.....	.....	173	78	.....	251
	Year to Date '83	.....	.....	.....	.....	.....	**397**	**151**	.....	**548**
	Year to Date '82	.....	.....	.....	.....	.....	531	206	.....	737
PETERBILT	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**581**	**581**
	March, '82	.....	.....	.....	.....	.....	.....	.....	388	388
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,452**	**1,452**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,410	1,410
PLYMOUTH	**March, '83**	**480**	**371**	.....	.....	.....	.....	.....	.....	**851**
	March, '82	623	351	.....	.....	.....	.....	.....	.....	895
	Year to Date '83	**1,239**	**987**	.....	.....	.....	.....	.....	.....	**2,136**
	Year to Date '82	1,905	1,004	.....	.....	.....	.....	.....	.....	2,909
VOLVO	**March, '83**	.....	.....	.....	.....	.....	.....	**54**	**50**	**104**
	March, '82	.....	.....	.....	.....	.....	.....	28	3	31
	Year to Date '83	.....	.....	.....	.....	.....	.....	**183**	**129**	**312**
	Year to Date '82	.....	.....	.....	.....	.....	.....	64	26	90
WESTERN STAR	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**32**	**32**
	March, '82	.....	.....	.....	.....	.....	.....	.....	87	87
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**80**	**80**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	211	211
WHITE	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**181**	**181**
	March, '82	.....	.....	.....	.....	.....	.....	.....	193	193
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**488**	**488**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	513	513
MISCELLANEOUS*	**March, '83**	**30,773**	**562**	.....	**19**	**1**	.....	**23**	**67**	**31,445**
	March, '82	25,014	499	.....	.....	1	.....	9	122	25,545
	Year to Date '83	**83,652**	**1,696**	.....	**72**	**4**	.....	**51**	**188**	**85,653**
	Year to Date '82	69,510	1,376	.....	4	2	.....	37	408	71,345
TOTALS	**March, '83**	**116,555**	**98,472**	**785**	**19**	**39**	**2,953**	**3,904**	**6,177**	**226,904**
	March, '82	109,033	82,699	1,721	.....	84	3,159	4,590	6,228	207,514
	Year to Date '83	**309,388**	**246,213**	**1,078**	**72**	**153**	**8,886**	**11,025**	**15,496**	**592,311**
	Year to Date '82	276,623	214,108	4,132	4	229	8,676	12,910	17,506	534,188

★—No registrations for Oklahoma, 1983 and 1982, Florida, March, 1982.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.
—Compiled from R. L. Polk & Co. data

Buy/sell show opens July 11

Korean suppliers at World Expo

Nine Korean automotive supplier firms will be a part of the world automotive marketplace at Detroit's Cobo Hall during the second annual Automotive News World Expo, July 11-14.

The four-day international buy/sell trade fair was developed to create an international marketplace for automotive suppliers and manufacturers to meet for business discussions.

All aspects of the automotive original equipment business will be featured under one roof during the show. Scores of automotive suppliers will exhibit their products and services for the attendees and many of the world's major vehicle manufacturers which will be staffing business offices on the show floor.

So far, 124 exhibitors have reserved space at the World Expo to sell automotive components, materials, machinery, design concepts, systems and marketing services. Some 34,600 square feet of exhibition space has been sold.

In cooperation with the Korea Trade Center, nine Korean firms will have booths in 2,000 square feet of space, said Ronald S. Sarason, trade coordinator.

The Korea Trade Center is a nonprofit government organization which promotes import and export trade between the Republic of Korea and other countries. The Detroit-area Korea Trade Center is one of 86 such trade centers in the world and one of 13 in the U. S., according to Sarason.

"The Korea Trade Center participates in shows around the world," Sarason said. "This particular group of companies has never participated together before, however."

The nine Korean companies manufacture a wide array of automotive products.

Bando Sangsa Co., Ltd., will exhibit engine bearings, oil pans, intake manifolds, transmission covers and brake parts at the World Expo. Daewoo Corp. will showcase its engines, forgings, castings, injection pump parts, clutch plates and door hinges.

Dong Yang Machinery Corp. will display transmissions, axle assemblies, propeller shafts, steering gear assemblies and forged products. Han Kook Reeyon Ind. Co., Ltd., will be showing its pistons, piston pins and rings and cylinder liners.

Also with the Korea Trade Center is Hoe Hoon Trading Co., Ltd., which will exhibit weatherstripping and rubber gaskets. Ilsung Battery Co., Ltd., will showcase its batteries while Kolon International Corp. exhibits engine valves, tire and cable chains, hubs, wire harnesses and electrical parts.

Mando Machinery Corp. will display alternators, radiators, shock absorbers, voltage regulators and ignition coils. Rounding out the group is Samsung Co., Ltd., which will exhibit wheel disks, coil and leaf springs, car speakers and oil seals.

• Sarason said, "Korean firms are relatively new to the OEM market and they would like to break into it more. The Korea Trade Center is participating in the World Expo to give people in the automotive business an overall idea of what's available in the Korean market.

"Korea is moving into high-technology goods. These firms have the products and the knowledge as well as very good facilities for production," he said.

Sarason added that Korean companies are moving into major automotive markets, such as Detroit. Three of the nine World Expo exhibitors, Daewoo, Bando Sangsa and Mando Machinery, have offices in the Detroit area.

The World Expo will run in tandem with the eighth annual Automotive News World Congress, an industry seminar which will be held at the nearby Westin Hotel, July 10-13. Together, these events make up Automotive News Week in Detroit.

To pre-register for World Expo and receive a complimentary ticket, or for exhibitor information, contact Automotive News World Expo, 965 E. Jefferson Ave., Detroit, Mich. 48207. Phone: (313) 567-9520. To send a request by TWX, call 810-221-5122 AUTNEW.

Auto production hits 2-year high

Continued from Page 1

last week at Chrysler's Belvidere, Jefferson, Newark and St. Louis facilities, plus the Ford Chicago, Lorain and St. Louis points. The Ford plants also worked Saturday, as did GM's Arlington, Baltimore, Detroit, Doraville, Fairfax, Lansing and Leeds assembly points.

Production of Ford's Escort and Lynx models is slated to end indefinitely today (May 23) at the company's San Jose facility.

All car assembly plants were reported operating last week.

Truck production tops any week since late 1979

Continued from Page 1

assembled 854,628 units, a 9.20 percent gain from 782,626 built in the comparable 1982 period.

Assembly of pickup models was halted indefinitely May 9 at Volkswagen of America's Westmoreland facility. Due to sagging sales and extensive downtime, only 2,079 trucks have been assembled there this year. During the final week of production, 146 units were completed.

Daily overtime was scheduled last week (May 16) at Chrysler Corp.'s Belvidere and Warren facilities, plus Ford Motor's Kansas City and Norfolk points. Kansas City and Norfolk also operated Saturday overtime last week as did General Motors' Detroit (P-model), Janesville, Pontiac and St. Louis plants.

All other assembly points were reported working normal schedules.

Extra holiday at GM trims Canadian output

Early holiday closings at all General Motors facilities pulled last week's Canadian car and truck production down about 10 percent from the previous week's totals.

The car makers estimated 25,213 units last week, down 9.93 percent from 27,994 built the previous week, but output rose 26.67 percent from last year's 19,904 units.

Year-to-date, there have been 402,934 automobiles assembled, a 13.72 percent gain from 354,325 finished in the comparable 1982 period.

Truck output last week reached 10,989 units, a 10.07 percent decline from the prior week's 12,220, and down slightly from 11,059 trucks built the same week last year.

So far this year, the truck manufacturers have produced 206,384 units, down 1.65 percent from last year's 209,851.

All GM facilities were idle last Friday (May 20) for a four-day holiday weekend. GM, plus all other car and truck assembly points, will be closed today (May 23) in observance of the Victoria Day holiday.

Chrysler's Cordoba and Mirada models were built out last week (May 16) at the company's Windsor car facility. Production of the Caravelle, Gran Fury, Diplomat and New Yorker Fifth Avenue models is scheduled to end June 10, and assembly of these M-bodies will be moved to Chrysler's St. Louis facility for the 1984-1985 model year.

The Windsor plant will be retooled for the 1984 front-drive T-115 van/wagon models with production slated to begin in October.

U. S. CAR PRODUCTION

	Week Ended May 21, 1983	Week Ended May 22, 1982	Week Ended May 14, 1983	May to Date	Jan. 1 to May 22, 1982	Jan. 1 to May 21, 1983
AMERICAN MOTORS	4,175	1,400*	3,700	10,924	23,150*	68,071
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,175	.....	3,700	10,924	.....	64,000
Alliance	4,175	.....	3,700	10,924	.....	64,000
CHRYSLER CORP.	21,600	16,269	18,293	61,904	237,036	329,564
Plymouth Total	7,900	6,767	6,150	22,370	98,860	121,350
Horizon	3,100	2,652	2,098	7,975	29,411	40,484
Reliant	4,600	4,115	3,848	13,752	69,449	78,951
Caravelle ('83)	200	.....	204	643	.....	1,915
Chrysler Total	5,500	2,937	4,975	16,184	45,488	79,076
LeBaron	2,500	2,937	2,413	7,737	45,488	37,612
Chrysler E-Class	3,000	.....	2,562	8,447	.....	41,464
Dodge Total	8,200	6,565	7,168	23,350	92,688	129,138
Omni	3,100	2,123	3,179	9,833	26,516	44,233
Aries	3,200	3,233	2,458	8,281	53,183	55,100
Dodge 400	1,200	1,209	930	2,955	12,989	13,724
Dodge 600	700	.....	601	2,281	.....	16,081
FORD MOTOR	37,871	35,095	33,906	97,422	435,002	572,773
Ford Division	24,068	24,183	21,249	60,777	276,050	373,801
Escort	7,649	10,027	5,895	17,827	119,967	106,675
Fairmont	.....	4,710	.....	.....	46,445	23,728
Mustang	3,223	4,145	3,355	6,578	50,114	51,072
LTD/Granada	3,631	3,571	3,730	10,700	42,456	71,219
Thunderbird	5,619	1,380	4,899	15,964	13,990	80,161
Crown Victoria/Ford	2,026	.....	2,018	5,824	.....	35,878
EXP	.....	350	.....	.....	3,078	1,184
Tempo	1,920	.....	1,352	3,884	.....	3,884
L-M Division	13,803	10,912	12,657	36,645	158,952	198,972
Mercury Total	11,135	8,817	9,995	28,673	119,113	156,960
Lynx	1,440	2,700	1,373	3,718	35,688	26,396
Capri	931	725	678	1,609	12,456	9,575
Zephyr	.....	1,663	.....	.....	14,636	8,601
Marquis/Cougar	2,124	1,613	1,950	5,775	21,033	29,030
Cougar/XR7	3,916	253	3,294	9,931	4,233	39,079
Gr. Marquis/Marquis	2,170	1,840	2,216	6,279	30,375	42,628
LN7	.....	23	.....	.....	692	290
Topaz	554	.....	484	1,361	.....	1,361
Lincoln Total	2,668	2,095	2,662	7,972	39,839	42,012
Continental ('82)	266	419	261	784	8,500	6,896
Lincoln	1,511	1,097	1,506	4,524	17,425	20,939
Mark VI	891	579	895	2,664	13,914	14,177
GENERAL MOTORS	87,798	81,257	80,370	244,839	1,225,508	1,442,370
Buick Division	19,503	18,837	18,532	56,226	288,706	333,112
Skylark	1,720	3,317	1,677	4,944	52,103	36,327
Skyhawk J	1,608	3,244	1,682	4,647	36,711	28,494
Century	4,225	3,252	3,331	11,175	48,619	57,492
Regal	4,500	4,561	5,261	15,097	74,070	99,694
Buick	6,590	3,445	5,694	17,792	63,165	94,671
Riviera	860	1,018	887	2,571	14,038	16,434
Cadillac Division	7,203	5,344	6,604	20,187	97,183	133,091
Cimarron	303	.....	329	901	1,401	8,943
Seville	740	565	765	2,215	10,118	14,419
Eldorado	1,660	1,141	1,718	4,970	25,204	31,252
Cadillac	4,500	3,618	3,792	12,101	60,460	78,477
Chevrolet Division	29,147	26,972	26,873	78,610	379,496	443,926
Chevette	3,907	6,474	4,405	8,312	83,044	75,294
Cavalier	6,195	1,510	6,778	19,283	35,293	95,066
Celebrity	3,610	1,748	2,822	8,917	26,680	33,165
Camaro	5,099	5,146	3,820	12,785	87,542	74,022
Citation	1,740	5,789	1,851	5,080	64,017	41,142
Malibu	3,521	3,426	3,022	10,366	40,260	59,831
Monte Carlo	2,549	1,795	2,152	6,835	22,644	36,272
Chevrolet	1,926	476	1,590	5,375	8,259	21,359
Corvette	600	608	433	1,657	11,757	7,775
Oldsmobile Division	22,399	16,144	19,452	64,152	297,975	386,032
Omega	810	1,645	873	2,593	33,481	24,233
Firenza	1,200	930	972	3,226	27,690	18,484
Cutlass	6,300	3,928	5,384	18,046	71,557	113,180
Cutlass/Ciera	5,105	3,390	4,474	14,855	47,494	73,647
Oldsmobile	8,244	5,407	6,987	23,225	104,065	140,816
Toronado	740	844	762	2,207	13,688	15,672
Pontiac Division	9,546	13,960	8,909	25,664	162,148	146,209
Acadian†	.....	118	458	458	5,198	6,279
2000	2,346	1,235	2,783	7,461	11,433	38,200
1000	1,580	1,570	1,451	3,031	9,400	15,130
Firebird	2,746	3,476	1,786	6,229	49,904	35,688
Phoenix	430	1,824	378	1,521	15,578	11,546
G. Prix/B'ville ('83)	2,444	3,681	2,053	6,964	60,817	39,366
6000	.....	2,056	.....	.....	9,818	.....
HONDA	1,100	.....	1,022	3,132	.....	11,587
VOLKSWAGEN	2,350	2,968	1,942	4,292	40,220	36,218
CHECKER	.....	100*	.....	.....	1,463*	.....
Total Cars, U. S.	154,894	137,089	139,233	422,513	1,962,379	2,460,583

CANADIAN CAR PRODUCTION

	Week Ended May 21, 1983	Week Ended May 22, 1982	Week Ended May 14, 1983	May to Date	Jan. 1 to May 22, 1982	Jan. 1 to May 21, 1983
AMERICAN MOTORS	798	607	818	2,436	10,820	12,073
CHRYSLER CORP.	4,360	3,531	5,328	14,556	66,711	92,239
FORD MOTOR	9,370	9,229	8,292	20,393	122,989	77,171
GENERAL MOTORS	10,460	6,312	13,331	36,537	149,473	217,266
VOLVO	225	225	225	675	4,332	4,185
Total Cars, Canada	25,213	19,904	27,994	74,977	354,325	402,934
N. American Cars	180,107	156,993	167,227	497,490	2,316,704	2,863,517
N. American Trucks	63,969	63,472	63,783	190,054	992,477	1,061,012
North American Cars and Trucks	244,076	220,465	231,010	687,544	3,309,181	3,924,529

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 21, 1983	Week Ended May 22, 1982	Week Ended May 14, 1983	May to Date	Jan. 1 to May 22, 1982	Jan. 1 to May 21, 1983
CHEVROLET	18,266	17,007	18,242	54,221	265,363	294,883
DODGE	3,100	3,355	2,638	8,895	51,422	52,102
FORD	21,262	20,988	20,864	62,146	280,757	338,773
GMC	5,767	6,404	5,228	16,066	98,649	99,146
INTERNATIONAL	1,245	1,193	1,117	3,115	20,469	18,717
VOLKSWAGEN	.....	416	146	146	7,096	2,079
JEEP	2,290	2,000*	2,278	6,402	33,990*	28,978
AM GENERAL	50*	50*	50*	150*	880*	950*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,000*	24,000*	19,000*
Total Trucks, U. S.	52,980	52,413	51,563	154,141	782,626	854,628

CANADIAN TRUCK PRODUCTION

	Week Ended May 21, 1983	Week Ended May 22, 1982	Week Ended May 14, 1983	May to Date	Jan. 1 to May 22, 1982	Jan. 1 to May 21, 1983
CHRYSLER CORP.	2,652	2,212	2,704	8,092	40,421	54,025
FORD MOTOR	3,617	4,160	3,553	10,622	54,359	53,146
GENERAL MOTORS	4,480	4,419	5,715	16,458	110,119	95,998
INTERNATIONAL	240	268	248	741	4,952	3,215
Total Trucks, Canada	10,989	11,059	12,220	35,913	209,851	206,384
N. American Trucks	63,969	63,472	63,783	190,054	992,477	1,061,012

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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1st-quarter dealer decline is 48, smallest in 5 years

By John K. Teahen Jr.
Managing Editor

In the first quarter of this year, there was a definite slackening in the loss of domestic new-car dealerships. The total declined by only 48 during the period, according to the latest AUTOMOTIVE NEWS census.

On April 1, the census found 20,751 dealerships handling domestic makes of passenger cars, compared with 20,799 at the beginning of this year.

The dip of 48 outlets in the three-month period was the lightest loss of any quarter since the second quarter of 1979 when 47 points faded away. It was the smallest first-quarter drop since 1978 when the number was 29.

This year's decline compared with first-quarter losses of 276 in 1982, 221 in 1981, 258 in 1980 and 86 in 1979.

Chrysler Corp. fared best during the first quarter of 1983, showing a gain of 27 outlets. American Motors-Renault also was on the plus side with a rise of one.

Dips for Ford Motor and General Motors were considerably smaller than in recent years — 11 for Ford and 50 for GM. Volkswagen was down 14.

That is an aggregate decline of 47 dealerships. A change in the number of intercorporate duals put the net loss at 48 for the domestic industry.

• By comparison, last year's first quarter brought drops of 145 for GM, 78 for Ford Motor Co., 29 for Chrysler Corp., 14 for VW and 12 for AMC. That 278 total became 276 for the domestic industry after adjusting for a change in the number of intercorporate duals.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

It is too early to say that the frightful attrition in the domestic dealer ranks has ended—a single three-month period is hardly the basis for such an assumption.

But there are encouraging signs. Interest rates have dropped, although they are still high, and the overall sales climate has improved. There are indications that the industry and the dealer population are pulling out of the long slump.

The past four years have been rough for domestic dealers. On April 1, 1979, AUTOMOTIVE NEWS counted 23,965 outlets. The drop to today's 20,751 is a dip of 3,214 establishments, or 13.41 percent.

The domestic franchise total rose during the first quarter as 10 makes reported gains and one held steady. Only four makes were down.

Dodge made the biggest advance, adding 50 franchises, and there were gains of 3 to 32 for AMC, Buick, Cadillac, Renault, Mercury, Oldsmobile, Lincoln, Chrysler and Plymouth. Pontiac was unchanged.

There were dips of 6 to 25 franchises for Imperial, Volkswagen, Ford and Plymouth.

Chrysler Corp. opened the

Continued on Page 31, Col. 1

U. S. CAR OUTLETS

	April 1, 1983	Jan. 1, 1983
American Motors-Renault	1,590	1,589
Chrysler Corp.	3,664	3,637
Ford Motor Co.	5,403	5,414
General Motors	10,110	10,160
Volkswagen	920	934
TOTALS	21,687	21,734
Minus Intercorporate Duals	936	935
NET OUTLETS	20,751	20,799

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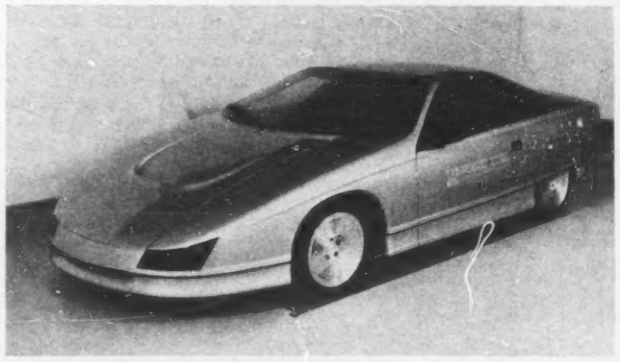
One of a kind



Art Center/PPG pace car

After 11 seniors at the Art Center College of Design in Pasadena, Calif., designed this pace car for the PPG Indy Car World Series, PPG and Synthetex built it. The car is built over a stock Camaro Z-28 chassis, with a 350-cubic-inch engine. Story on Page 17.

Impulse 'qualifier' hurts better retailers, they say

Dealers slap Isuzu marketing effort

By Joseph Bohn
Marketing Editor

Some of Isuzu's dealers feel that the importer's marketing efforts this year replay like a silent-era comedy. Confused and disjointed, they frequently had dealers doing a double-take.

Recently, for example, the importer ran an incentive which offered dealers a chance to earn an allotment of a new Impulse with every I-Mark sale.

To their consternation, the company's better dealers found that, following this program, the importer came back with a $500 rebate on I-Marks which essentially rewarded their less-aggressive counterparts while still giving them Impulses to sell.

But that program "is not unlike many others that were worse," according to one dealer, who candidly admitted to submitting bogus delivery cards for I-Marks never sold "that allowed us to earn as many Impulses as possible." (A number of other dealers reportedly fudged on the program in the same way.)

He cited a program where Isuzu offered dealers $600 off on vehicles, then a few weeks later offered $1,000 off.

"We were dealing with somebody off the same (delivery truck). We're at cost and they've got a $400 profit."

Again, the company ran a program for selected dealers in the same area, added another dealer, where "they had to advertise $300 off per vehicle and give away 100 shares of stock, with trucks that cost less than those you had on your lot."

"Some ran the program before we were even offered the program," he said.

• Fritz Kern, national marketing manager for American Isuzu Motors, said the company "took care to make all dealers aware of this (particular) program."

He said he hadn't received any complaints, "via our regional offices."

Kern did confirm that Isuzu held up TV spot advertising on the new Impulse for a week in the Eastern and Central markets because of some delays in shipping. The new car gets about 40 percent of Isuzu's calendar-year dollars for its launch. Magazine and outdoor ran on time.

I-Marks, he added, are being phased out to represent less than 20 percent of Isuzu's mix, beginning this fall.

The I-Mark will continue being offered through the '84 model year, then replaced with an all-new front-drive car, as yet unnamed, which will compete in the same size/price segment.

Impulse is the "new flagship car . . . the sign of things to come for all our new products in the next two to three years," he added.

Some of Isuzu's dealers are clearly unhappy with their profit returns so far. The I-Mark, they say, is a good quality, if unexcitingly dated, Opel derivative, and Isuzu's trucks are "like every other truck on the market."

They also feel that the company may have overdealered in Southern California — Orange County and metropolitan Los Angeles.

Mike Brescini, American Isuzu dealer development manager, expressed surprise at this, saying the company only had 21 dealers in those counties which have a population of 10 million people.

The feeling stems, perhaps, from some of Isuzu's dealers comparing themselves — their volumes and profits — to nearby franchises like Toyota, Datsun and Honda.

Still, a lot is riding on the new Impulse, both for the company and its dealers.

'Auto-recovery' bill introduced in House

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The eagerly awaited "comprehensive legislation to revitalize" the domestic auto industry and "protect American jobs from unfair foreign competition" has been dropped into the hopper and assigned to five House committees.

While the outlook is unclear, it is probably better than for usual packages of reindustrialization and cooperative R&D bills already afloat in Congress.

This is the promised effort of Rep. James J. Florio, New Jersey Democrat, who, in this Congress but not the last, held extensive hearings on the UAW-backed local-content bill before reporting it from his subcommittee in record time.

Ultimately, the fate of the new bill probably depends upon other lawmakers — Michigan's John Dingell, for instance, and other movers and shakers — to see if it takes off and finds a marriage partner in the Senate.

And, of course, recovery in sales of domestic models with at least substantial rehiring in the states most affected by joblessness in the auto sector could take steam out of the effort — just as warm endorsement by labor and a solid push by domestic firms would help. But it is early, and the only certainty is that it is giving the import companies fits.

The Japanese, especially, feel caught — since the local-content bill will be considered by the

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breaking news

Volvo hikes prices $290-$310 on DL, GL

ROCKLEIGH, N. J.—Volvo of America has raised prices $290 to $310 on its DL, GL and diesel models. There was no change in prices of the turbocharged GLT series and the top-of-the-line 760-GLE. GL and diesel models went up $290, the DL two-door sedan rose $300 and the DL four-door sedan and wagon jumped $310. Volvo prices now start at $10,950 for the DL two-door sedan with overdrive.

UAW loses election at Avanti

SOUTH BEND.—Workers at Avanti Motor Corp. defeated the UAW in a representation election by a vote of 57 to 29. "I'm tickled pink the employes of Avanti stood behind the company—and their own future," said Stephen H. Blake, chief executive officer. "Now we're going to build some cars."

Diesel coming for Tempo/Topaz

DETROIT.—Ford Tempo and Mercury Topaz bowed in showrooms last week. But improvements are already in the planning stage for the cars. Charles L. Knighton, company vice president in charge of small car engineering and planning, told AUTOMOTIVE NEWS that next September, following the company's new-model changeover, Tempo and Topaz will

See BREAKING NEWS, Page 8, Col. 1

After three years of dwindling sales

Import firms gear up for growth in Japan

By John Hartley
Staff Correspondent

TOKYO. — Imported cars are set for growth in Japan after three miserable years of dwindling sales. BMW is spearheading the challenge, having increased sales 32 percent last year. Jaguar is also determined to repeat its U. S. success.

Encouragement for these plans came from April sales figures, which show that imported car sales increased 2.1 percent over April, 1982. However, only 2,564 imports were registered compared with 221,000 Japanese cars.

In the first four months of this year, 11,109 imports were sold, down 1.7 percent from the same period in 1982.

Although it seems that all imported cars have been doing badly in Japan, with sales dropping from 38,110 in 1981 to 35,508 in 1982, the dwindling sales are evidence of a major market change.

American autos used to dominate the import scene. Following the energy crisis, the Japanese lost interest in gas guzzlers and turned to European cars.

Last year, for example, General Motors' sales in Japan fell 50 percent to less than 2,000 units, Ford Motor Co.'s sales dropped a similar amount to 1,300 units, while Chrysler Corp. sales plummeted from 2,263 to 205.

By contrast, BMW sales leaped 32 percent from 3,600 to 5,293. Then, Mercedes-Benz sales crept up from 5,320 to 5,751, and Audi sales were up from 3,243 to 3,283.

• However, Volkswagen sales continued their slide, as the Golf, which is the main seller, has aged and Japanese small cars have become more competitive. In 1980, 14,000 VWs were sold, in 1981 sales dropped to 12,047, and last year they were down to 11,793.

Therefore, although the market for imported cars has been dwindling, it is the sales of U. S.-built cars that have plummeted—indeed, they are in danger of disappearing from the scene.

In 1979, 28 percent of imports were American; by 1982, they accounted for only 10 percent, whereas German cars accounted for 75 percent. Then, 5.9 percent were British, 3.9 percent Italian, 3 percent Swedish, and 2 percent French.

One reason that imported cars have sold poorly in Japan in recent years has been the poor dealer networks and service backup.

Then, a number of very small companies were importing used cars in handfuls. The result was that these parallel imports were not to the correct specification, so overheating problems were often encountered.

Then, because U. S. cars had left-hand drive, people associated left-hand drive with imports. Although a left-hand-drive car is very awkward in Japan—there are usually barriers alongside the sidewalks, so the driver has to scramble out through the other side — dealers are reluctant to sell imported cars with right-hand drive.

• Yet, many potential customers, especially in the foreign community, will not buy left-hand-drive cars.

Now, though, the situation is looking much better for imports generally. Last year, Yanase, the biggest importer, took over importation of all GM's U. S.-built cars.

Now, Yanase imports all GM products, along with VW, Audi and Mercedes-Benz. It sells through some 80 outlets, and has seven branch offices. Last year it sold almost 21,000 cars.

Ford has set up the Autorama dealer network, which sells Mazda GLCs and 626s badged as Fords and will also import some U. S. Fords as well as the Sierra two-liter from Europe.

BMW bought out its importer in October, 1981, and since has gone from strength to strength. It now sells through 45 dealers, most of whom handle other products than BMW, and last year it sold 5,293 units in Japan, 45 percent more than in 1981.

BL is staking its future in Japan on its new wholly owned subsidiary, Austin Rover Japan (ARJ). For the next couple of years, the 50-odd dealers will have to rely on selling Jaguar cars, but from 1985 onwards, they will be selling the XX car, being developed jointly by Austin Rover Group (ARG) and Honda.

• Largely owing to inflexible organization and the slump in the market, Leyland Japan saw Jaguar sales fall from 750 in 1979 to 420 in 1981, and to less than 300 last year. So, the first job is to regain the lost sales.

The company is relying on the much better quality of Jaguar cars now leaving the factory, although the Japanese are not aware of this yet, and ARJ has an uphill task to convince people that this is the case.

Jaguar's pursuit of perfection, with Japanese-style quality circles and constant vigilance on quality is paying off, as U. S. sales show. Last year, 10,349 Jaguar cars were sold in the U. S., 120 percent from the 1981 figure.

Along with the other foreign manufacturers in Japan, BL has long complained that foreign goods are always segregated from Japanese products in shows, in price lists in magazines and in the minds of Japanese, as if they are things to be seen but not bought.

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58th year — No. 4970

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Peugeot 505-STI for '83

Peugeot's 505-STI for 1983 combines luxury with sporty handling for the practical driving enthusiast. Powered by a 2-liter four-cylinder engine with five-speed manual transmission, the 505-STI has four-wheel disk brakes, rack-and-pinion steering, limited-slip differential, four-wheel independent suspension and heated driver's seat. The only extra-cost option available is automatic transmission. List price is $15,215.

New Oldsmobile boss takes giant stride from Latin American years

By Al Fleming
Industry Editor

LANSING. — It is a long way — in distance and life style — from Latin America to Michigan's capital city.

Few know that better than Joseph Sanchez.

He worked 23 years for General Motors in Central and South America, from a one-man field sales rep operation in Santiago, Chile, to el numero uno managing director at GM Brazil.

Suddenly, on a few days' notice, he hustled from south of the equator to north of Detroit, where April 1 he was anointed head of GM's Oldsmobile Division, headquartered here.

It is a job for which few are considered and fewer are chosen. Oldsmobile is just one of five GM car divisions, and the most successful one, in recent years, in sales and profit growth.

So why Sanchez as general manager of Olds? Other Olds bosses had solid American names like Skinner, Wolfram, Baker and Cook. Or hearty European names like Metzel, Beltz and Kehrl.

Sanchez? Sounds like a side dish at Taco Bell.

"My mother and father came from Spain," says Joseph J. Sanchez, tall, strapping, 6-foot-plus, first-generation American who spent his boyhood on the other side of the subway tracks in the Big Apple. "They met in New York. I was born there in 1930, and lived there until I was 30 years old."

He is now 52 — 53 come November.

• Sanchez takes over the Olds reins from the retired Robert J. Cook. The two are about as alike as tortillas and hotdogs. The staid Cook spent his entire life and GM career in Lansing.

The engaging Sanchez has spent nearly his entire career at GM in Latin America, the last seven as managing director of GM Brazil, headquartered in Sao Paulo. He's been a corporation vice president since 1979.

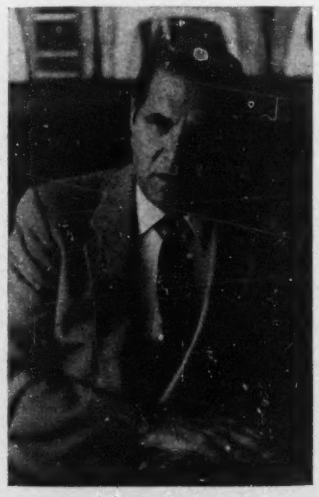
The new Olds general manager landed his first job with GM in 1954 with what was then called GM Overseas Distribution Corp., in New York City. Just out of the U. S. Air Force, and armed with a degree in foreign trade from City College of New York, he was out of work at a time when jobs were tough to find during the economic downturn following the Korean War.

A cousin told Sanchez GMOD was looking for someone to replace a girl as a letter of credit and filing clerk. He applied for and got the job.

"Right from the start I pointed toward an overseas assignment," recalled Sanchez last week, seated at a conference table in his office at Olds headquarters here. "I majored in foreign trade in college, was bilingual (he now speaks English, Spanish and Portugese, and 'a smattering' of Italian and French) and really wanted to get going on something in a foreign country."

He got his wish in 1960 when he was assigned to Santiago,

Continued on Page 34, Col. 1



At the Olds helm

Joseph J. Sanchez spent nearly all of his General Motors career in Latin America before being appointed general manager of Oldsmobile.

New-car sales in mid-May trail year ago

By Jenny L. King
Staff Writer

Domestic new-car sales for May 11-20 snapped a five-period winning streak as they missed the year-ago total by some 7,000 units.

The daily-selling rate, however, averaged 23,210, fourth best so far this calendar year, and annualized sales figured to 6.3 million.

Mid-May sales of 208,888 were down 3.12 percent from 215,608 in 1982. General Motors was the only major U. S. manufacturer to report a decrease, and that was enough to make the difference between beating last year's industry total or missing the mark.

GM sales numbered 123,397, down 14.33 percent from 144,032 in 1982. Ford Motor Co. sales climbed 5.77 percent, to 47,331 from 44,748. Chrysler Corp. presented a glowing report of sales up 31.36 percent, to 28,034 from 21,341.

American Motors said its estimated mid-month sales were 5,900, up 63.89 percent from the AUTOMOTIVE NEWS 1982 estimate of 3,600. Volkswagen of America was up 49.55 percent, to 2,822 from 1,887, and sales of U. S.-built Hondas totaled 1,404 for the period.

• GM's share of the domestic market tumbled to 59.07 percent from 66.87 percent last year. Ford claimed 22.66 percent, up from 20.78 percent. Chrysler soared to 13.42 percent from 9.91 percent. AMC earned 2.83 percent, up from 1.67 percent; VWoA had 1.35 percent, up from 0.77 percent, and Honda held the remaining 0.67 percent of this year's market.

Eight U. S. makes reported sales increases over year-ago levels. At Chrysler Corp., Plymouth was up 20.03 percent, Chrysler was up 40.84 percent and Dodge was up 37.08 percent. Ford Division was up 6.61 percent and Mercury was up 9.56 percent at Ford Motor Co.

GM's Cadillac was up 8.55 percent, and Oldsmobile dealers retailed eight more cars this mid-May than last. VW was up 49.55 percent.

Year-to-date sales through May 20 totaled 2,414,245, up 6.19 percent from 2,273,411 last year.

DOMESTIC SALES

	May 11-20, 1983	May 11-20, 1982
Renault Alliance	4,000†	.....
AMC	1,900†	3,600†
AMERICAN MOTORS	5,900†	3,600†
Chrysler	8,235	5,847
Imperial	39	91
Plymouth	9,535	7,944
Dodge	10,225	7,459
CHRYSLER CORP.	28,034	21,341
Ford	32,756	30,725
Mercury	11,734	10,710
Lincoln	2,841	3,313
FORD MOTOR CO.	47,331	44,748
Buick	24,901	25,743
Cadillac	9,080	8,365
Chevrolet	39,988	57,893
Oldsmobile	33,847	33,839
Pontiac	15,581	18,192
GENERAL MOTORS	123,397	144,032
VOLKSWAGEN	2,822	1,887
HONDA	1,404	.....
U. S. INDUSTRY TOTAL	208,888	215,608

† Estimate

New boss promises to operate 'in a fish bowl'

Ruckelshaus brings change to EPA

Continued from Page 2

paper manufacturer, precludes it.

But he will remove himself from the ambient air standards for particulate matter, since diesel vehicles are major offenders.

Other areas in which Ruckelshaus will excuse himself include: Useful life of heavy-duty engines, heavy-duty particulate standards, NOx regulations for light-duty and heavy-duty engines and fuels and fuel additives.

Other areas of mobile source control are all right for Ruckelshaus' participation. These include such areas as auto body paint shops, revised gaseous emissions for 1984 and later heavy-duty engines and light trucks because these are powered by gasoline long-term vehicle emissions control program, and perhaps non-methane HC standards.

So long as Cummins stays in the heavy-duty diesel engine business or merely gets into the medium diesel engine business, the light-duty vehicles will not be exempt by Ruckelshaus.

These matters include: Delay of the 1985 light-duty diesel particulate standard tentatively scheduled for next October, averaging of particulate emissions for 1985 and later light-duty vehicles and assembly line testing for light-duty vehicles.

But should Cummins get into the making of light-duty diesels, then this picture would presumably change — even though Ruckelshaus would have no monetary interest in the company.

The President told Ruckelshaus to ensure that laws are "vigorously enforced," and he added, "We expect nothing less than full compliance with the letter and spirit of the law."

The 1972 noise control law has not been repealed but neither has it been reauthorized or been given any money.

Motorcycle and heavy truck makers are very concerned because the federal law preempted state and local regulations and their nightmare is to be faced with 50 or more conflicting state and local noise regulations. While several recent decisions have held there is federal preemption, this is based on the existence of a federal program that no longer exists.

In this Congress, Senator David Durenberger, the Minnesota Republican who chaired the Senate subcommittee with jurisdiction over noise control, introduced and had the full Senate Environmental Committee report a simple one-year reauthorization of the noise control law with $10 million to have EPA develop and enforce noise emission standards during fiscal 1984.

Meanwhile, on the House side where jurisdiction rests with the House Commerce subcommittee under the chairmanship of Rep. James Florio, New Jersey Democrat, there is no staff assigned to it and so far no plans whatsoever.

Thus, what happens to noise could very well be up to Ruckelshaus—who has said he will enforce the law and presumably he means all laws under EPA jurisdiction.

A newcomer to EPA is Courtney Price, who will be Ruckelshaus' "enforcer" although not his general counsel. Price has been NHTSA's associate administrator for rulemaking, a top job at the safety agency.

Price, along with Lee Verstandig, an experienced administrator from the Transportation Department, was sent to EPA to hold the fort after the departure of Anne Gorsuch Burford.

At this point, Ruckelshaus is the only Senate-confirmed official at EPA and he seems to have firmly taken control.

Escort wins Michigan award

Paula Blanchard, wife of Michigan Gov. James Blanchard, and Louis E. Lataif, Ford Division general manager, inspect a Ford Escort, which was named one of four winners in the Governor's New Product Award competition in connection with Michigan Week. The Escort, judged in the large-company category, was one of 14 finalists out of 33 entries, and now is eligible for national New Product Award competition.

High Court says GM owes $20 million in '46 patent suit

WASHINGTON. — General Motors must pay the patent holder of a steel lubricating process nearly $20 million in royalties and prejudgment interest, the U. S. Supreme Court has ruled unanimously in a patent infringement case dating back to 1946.

In that year, Devex Corp. sued GM, claiming the auto maker had unlawfully used its patented method of coating steel with borax-based lubricant prior to cold-forming it into bumpers. Devex also sued Houdaille Industries, which eventually settled out of court.

In June, 1962, the U. S. District Court for the Northern District of Illinois found Devex's claims invalid. The Seventh Circuit Court of Appeals reversed, however, finding that GM did infringe Devex's patent in certain processes it used to make bumpers and cold-extruded non-bumper parts.

Devex then transferred the case to the U. S. District Court in Delaware, which rejected Devex's infringement claims on the grounds that "no preponderance of the evidence" supported a claim of patent infringement.

The Third Circuit Court of Appeals reversed, ruling that the Devex methods "led to satisfactory lubricity and cleanability, which meant that those practices infringed."

The total royalty award to Devex was $8,813,945.50 with prejudgment interest of $11,-022,854.97, the total award came to $19,836,800.47.

GM appealed the case to the Supreme Court, arguing that "a clear and irreconcilable split" existed between the appeals courts as to prejudgment interest. Most appeals courts, GM claimed, mandate prejudgment interest only in cases of bad faith, and GM was not guilty of bad faith.

The Supreme Court, however, held that "prejudgment interest should ordinarily be awarded absent some justification for withholding such an award."

factories list auction dates

American Motors

June 1—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

June 2—Aptco Auto Auction, Taylor, Mich.

June 2—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

June 1—Sand Mountain Auto Auction, Boaz, Ala., and Columbus Fair Auto Auction, Obetz, O.

June 2—Aptco Auto Auction, Taylor, Mich. (Note: Special sale of impact and wreck vehicles.)

June 7—Aptco Auto Auction, Taylor, Mich., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

June 9 — 166 Auto Auction, Springfield, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Ford Motor Co.

June 7—Arena Auto Auction, Chicago, Ill.

June 8 — Southern California Auto Auction, Fontana, Calif.

June 9 — Skyline Auto Exchange, Fairfield, N. J.

General Motors Corp.

June 3—Butler Auto Auction, Gibsonia, Pa.

June 7—Dallas Auto Auction, Dallas, Tex.

June 8 — Golden Gate Auto Auction, Fremont, Calif.

June 9—Aptco Auto Auction, Taylor, Mich.

Used Car Sales
Auction Averages

May to date	$5,173
Month ago	$5,069
Year ago	$4,799

Model breakdown
Auction Averages

	MAY	APRIL	MARCH
1983	$10,203	$8,595	$10,292
1982	8,011	8,142	8,112
1981	6,258	6,140	6,046
1980	5,198	5,342	5,195
1979	4,630	4,498	4,589
1978	3,444	3,511	3,496
1977	2,705	2,828	2,637
1976	2,199	2,012	2,232
Overall Average	$ 5,173	$5,069	$ 5,010

Exports, imports rise for engines

WASHINGTON.—The United States International Trade Commission said U. S. imports of internal-combustion engines and parts rose from $2.8 billion in 1978 to $3.7 billion in 1982.

The import share of the domestic market increased from 13.3 percent in 1978 to 14.5 percent in 1982. Among the major sources of U. S. imports were Canada, the United Kingdom, Japan, France and Mexico.

U. S. exports of these products increased from $3.8 billion in 1978 to $6.2 billion in 1982. Major U. S. export markets in 1982 were Canada, France, the United Kingdom, Belgium, Japan and Mexico.

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